

FIG. 1

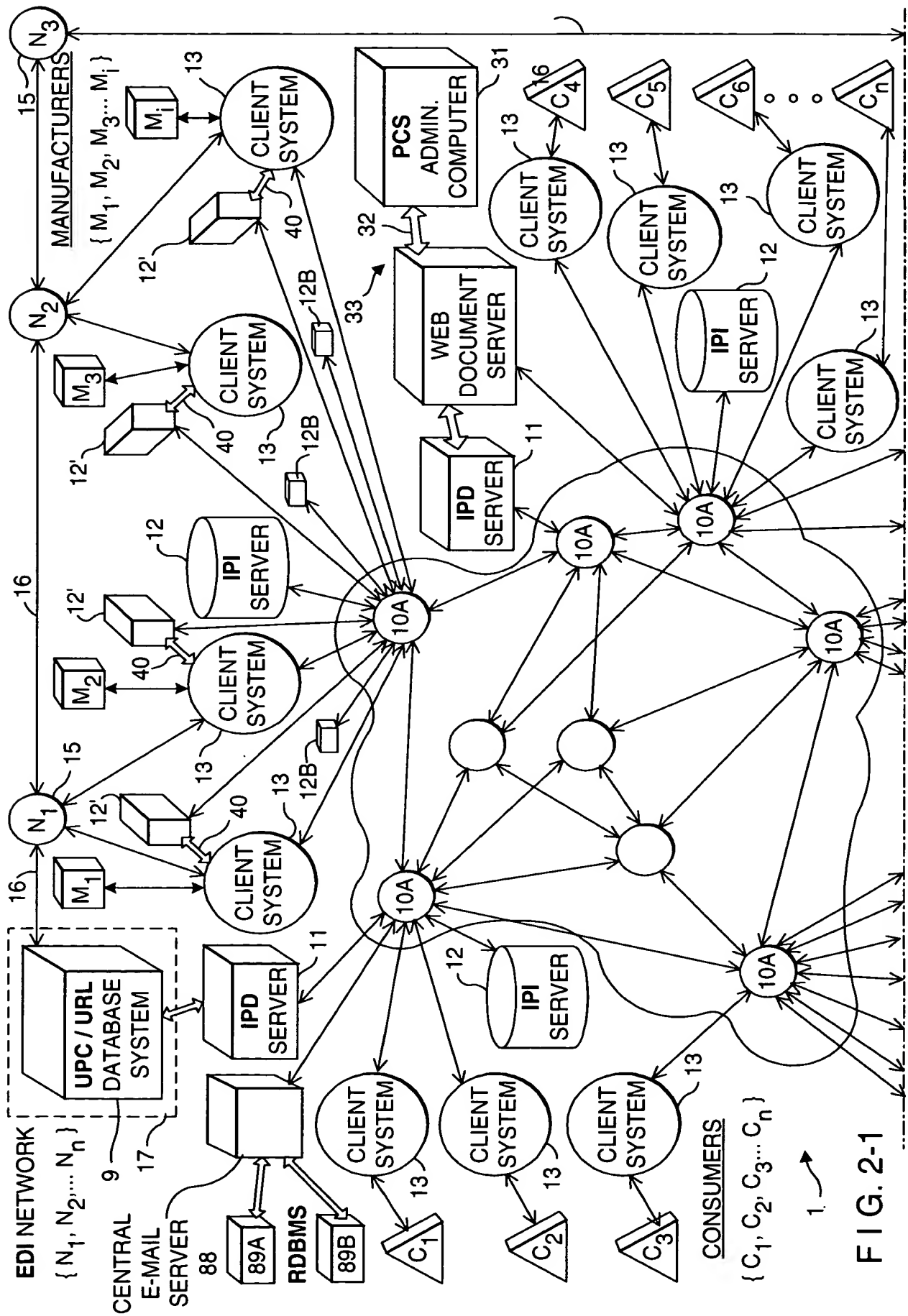


FIG. 2-1



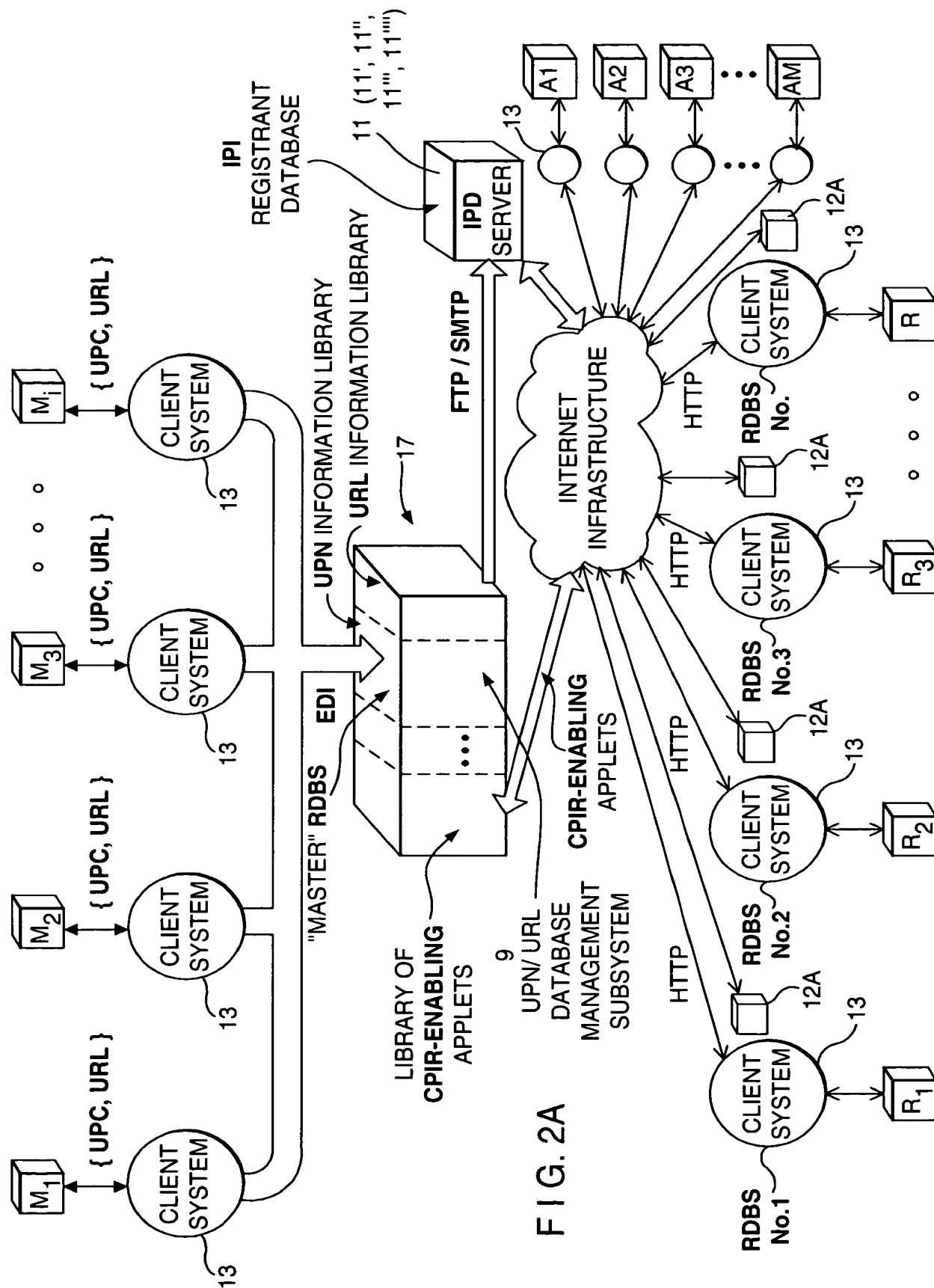


FIG. 2A



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS  
SERVER USING **SERVER-SIDE APPLETS** EMBEDDED IN HTML DOCUMENTS

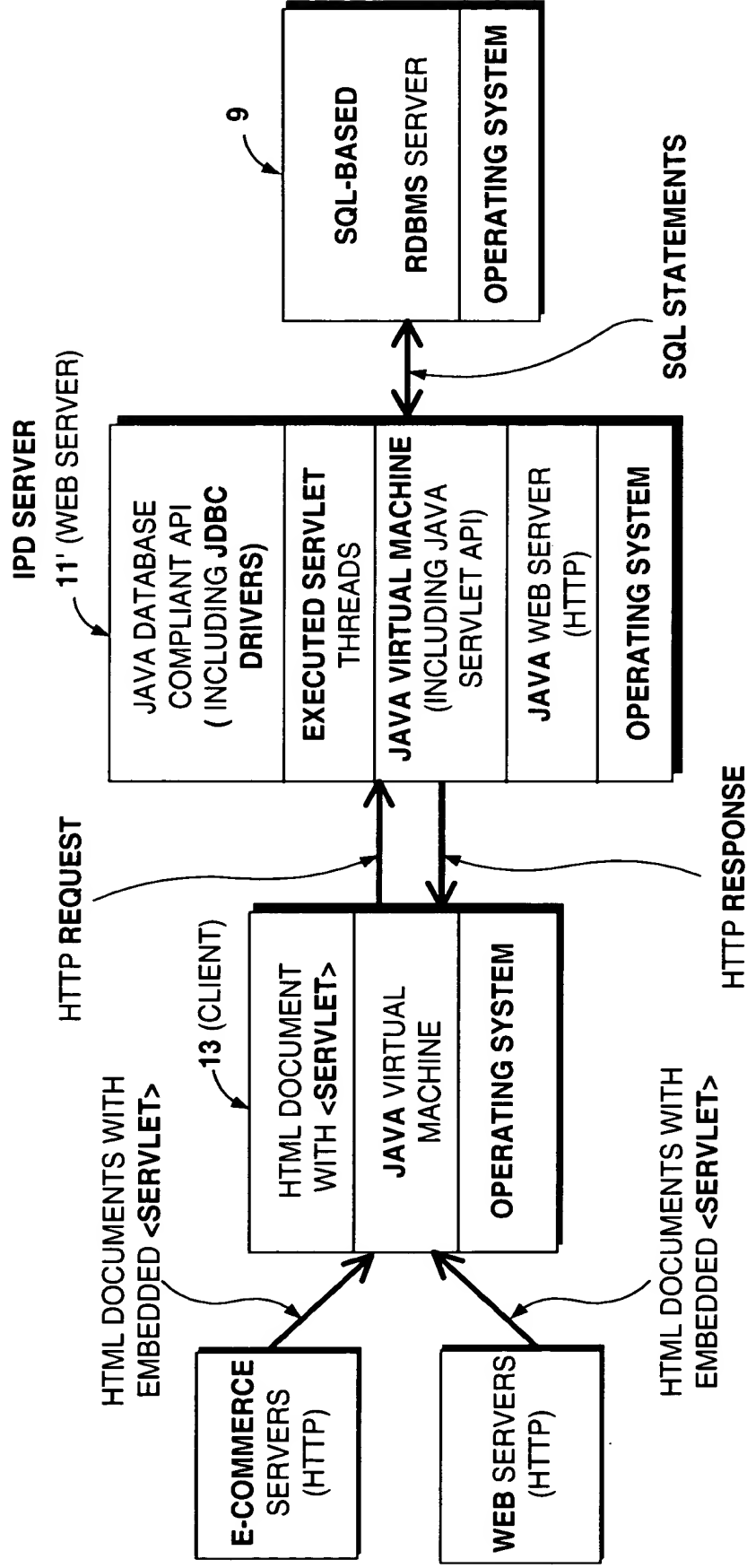


FIG. 2B1

MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS  
SERVER USING **CLIENT-SIDE APPLETS** EMBEDDED IN HTML DOCUMENTS AND CGIs

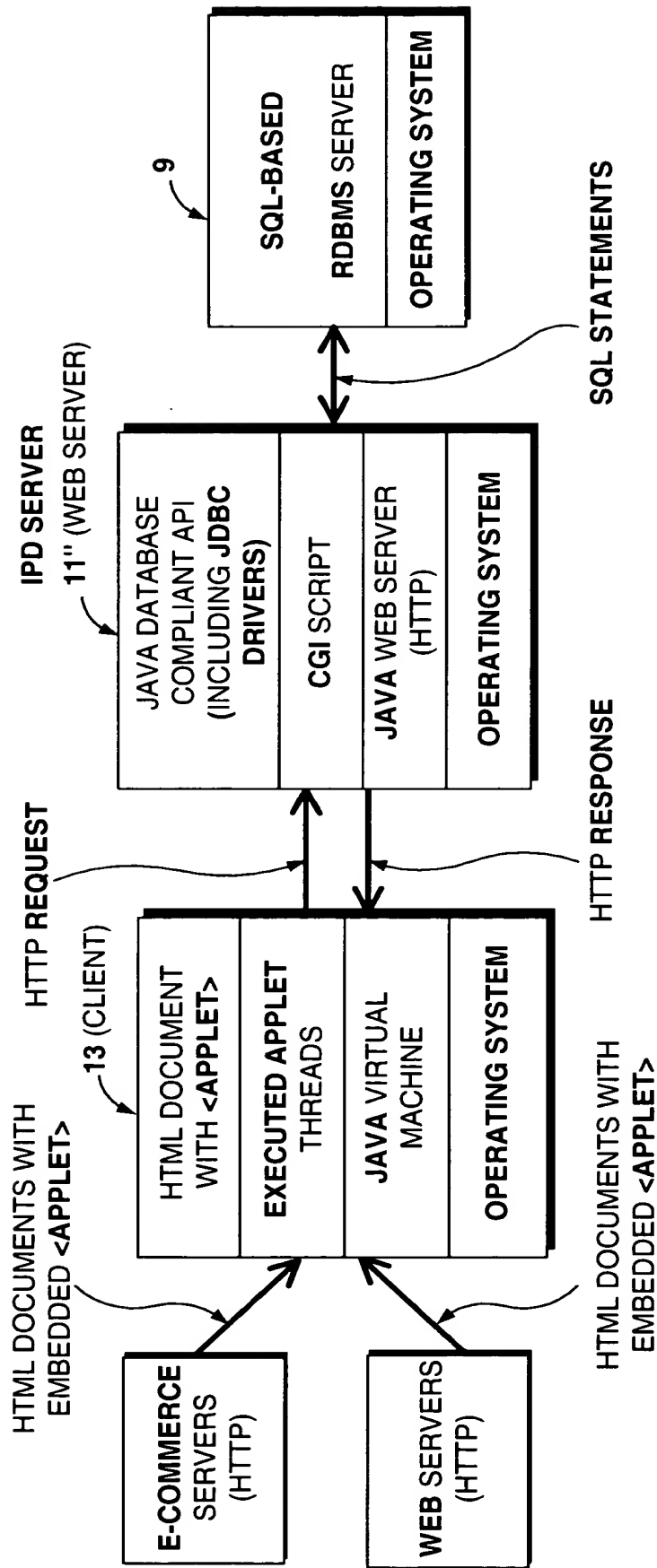


FIG. 2B2

# MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM RDBMS SERVER USING CLIENT-SIDE APPLET EMBEDDED IN HTML DOCUMENTS AND SOCKET CONNECTIONS

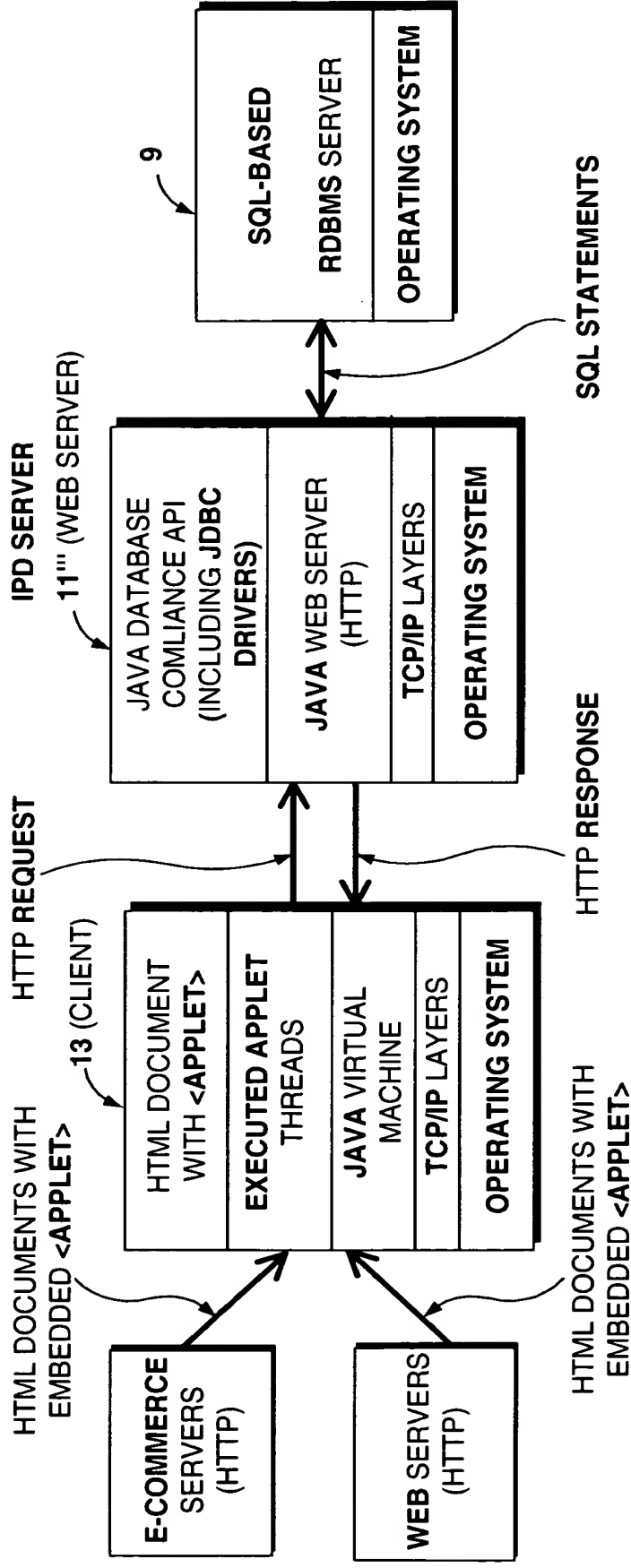


FIG. 2B3



MECHANISM FOR ACCESSING CONSUMER PRODUCT INFORMATION FROM  
RDBMS SERVER USING CLIENT-SIDE APPLETS EMBEDDED IN HTML DOCUMENTS  
AND REMOTE METHOD OF INVOCATION (RMI) ON JAVA WEB SERVER

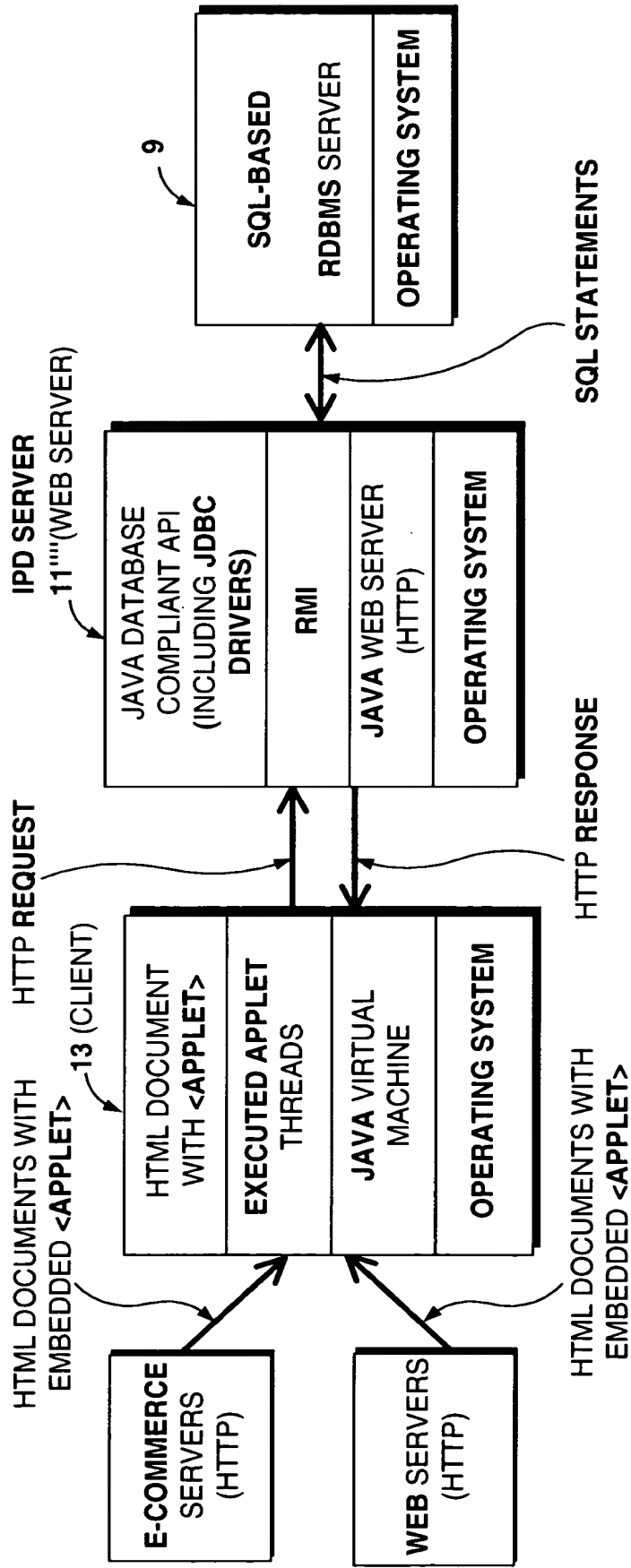


FIG. 2B4

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

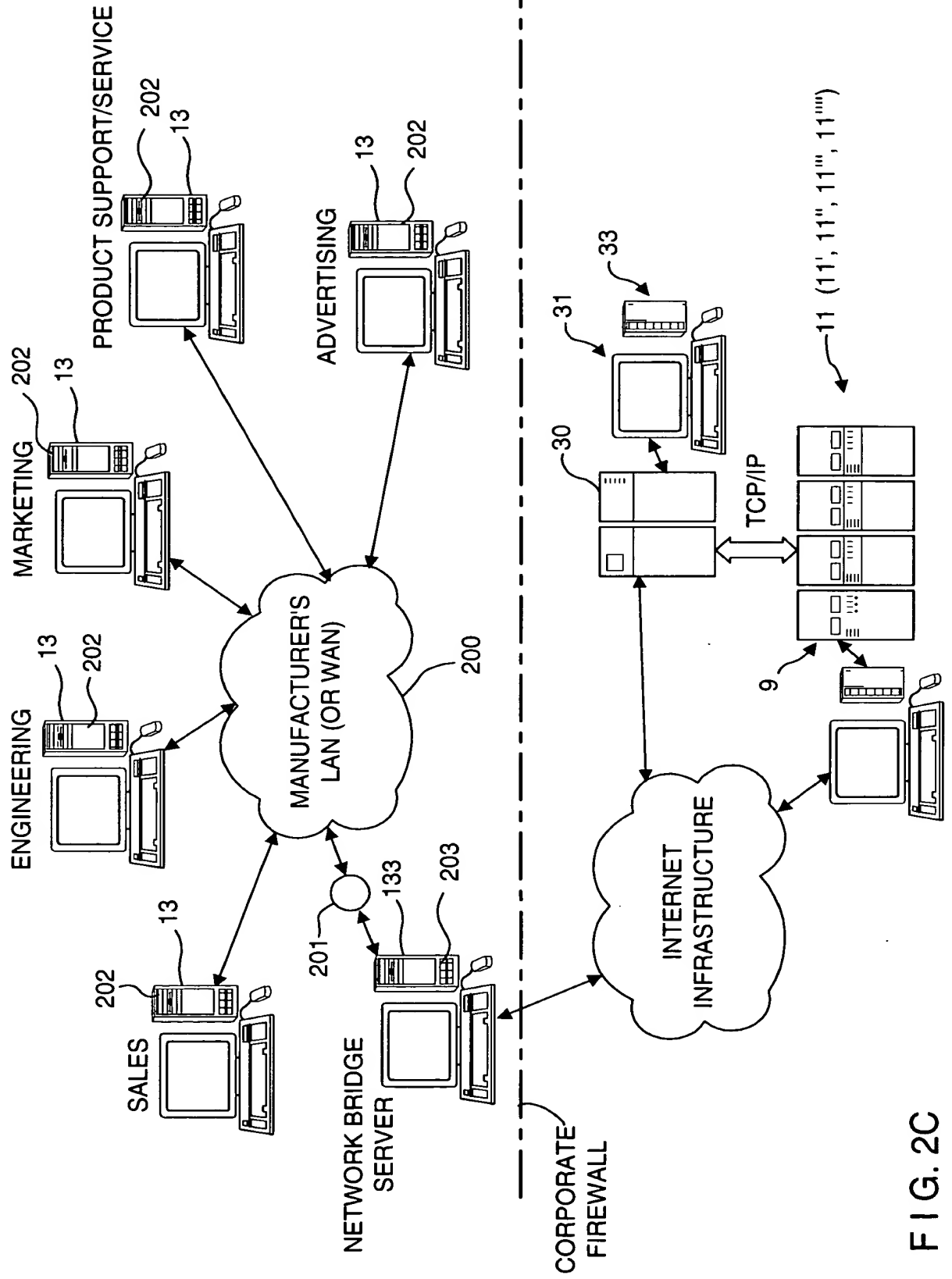


FIG. 2C

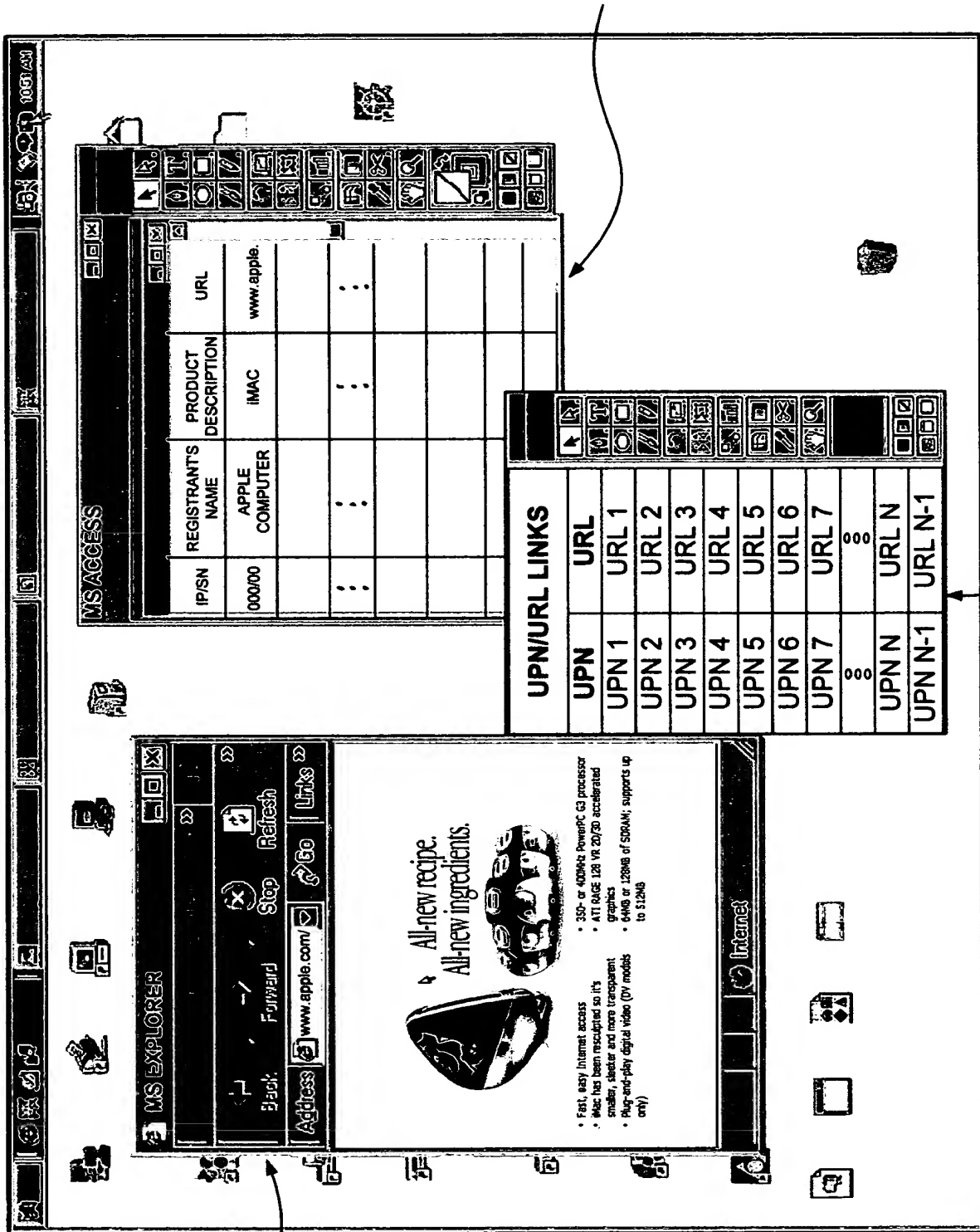


FIG. 2C1

DISTRIBUTED METHOD AND SYSTEM OF UPC/URL MANAGEMENT OVER A LAN OR WAN

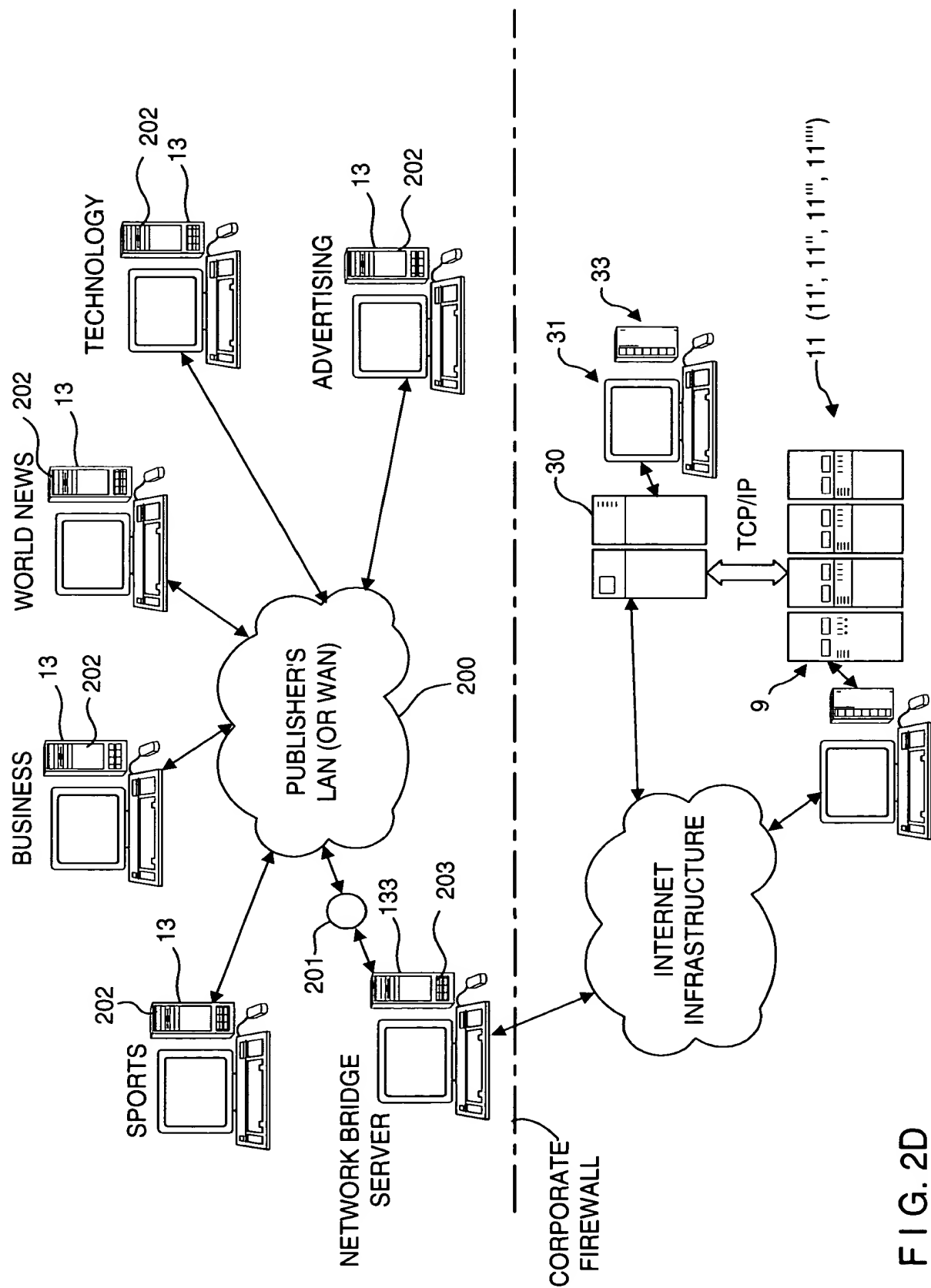


FIG. 2D

COMPOSITION/EDITORIAL MODE

LAYOUT OF WEB-BASED PUBLICATION      LAYOUT OF PRINT-BASED PUBLICATION

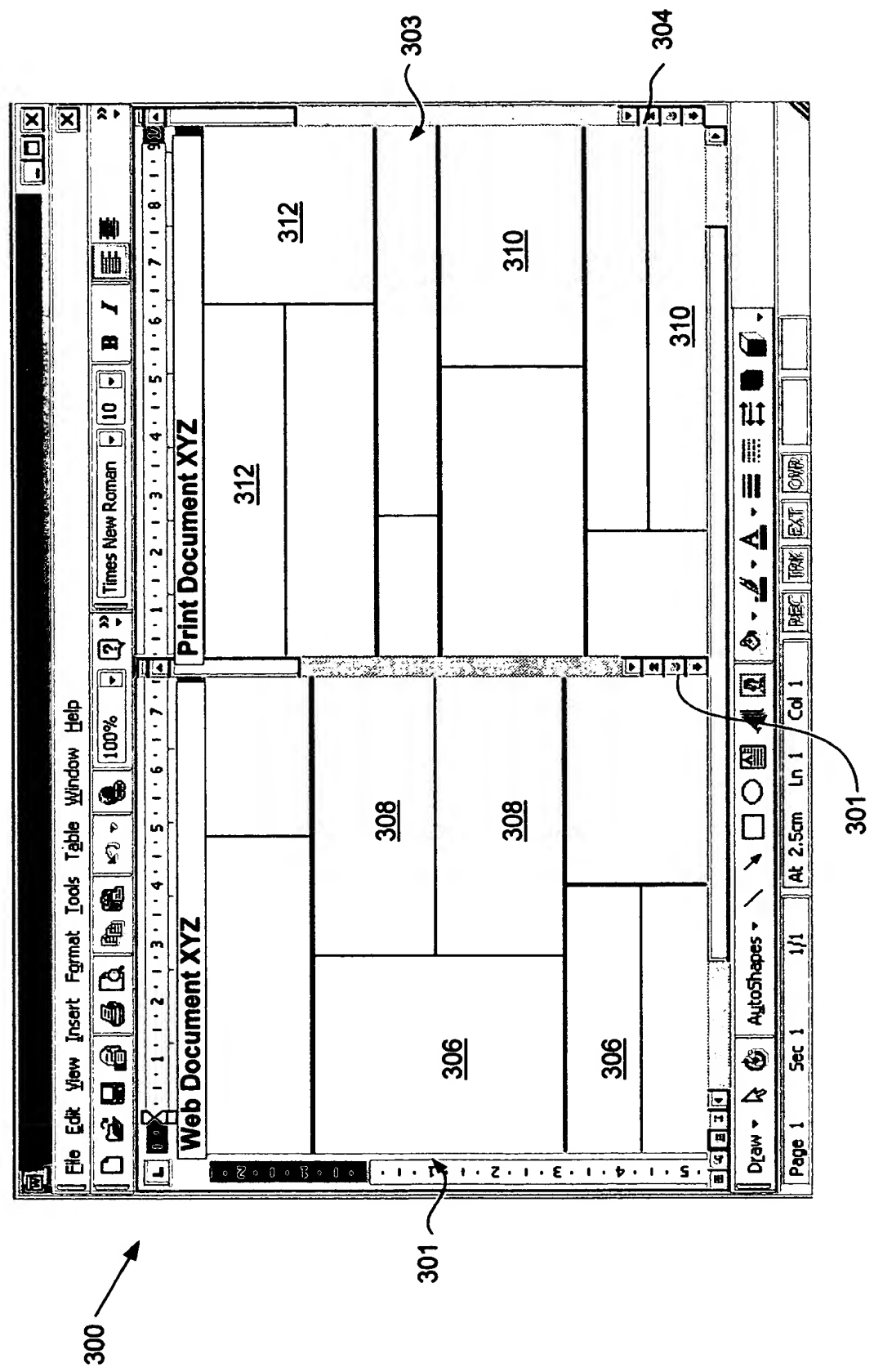


FIG. 2E1

## LAYOUT OF WEB-BASED PUBLICATION

## LAYOUT OF PRINT-BASED PUBLICATION



**FIG. 2E2**

UPN/URL LINKS	
UPN	URL
UPN 1	URL 1
UPN 2	URL 2
UPN 3	URL 3
UPN 4	URL 4
UPN 5	URL 5
UPN 6	URL 6
UPN 7	URL 7
UPN 8	URL 8
UPN 9	URL 9
UPN 10	URL 10
UPN 11	URL 11
UPN 12	URL 12
UPN 13	URL 13
⋮	⋮
UPN N	URL N
UPN N-1	URL N-1

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FIG. 2E3

COMPOSITION/EDITORIAL MODE

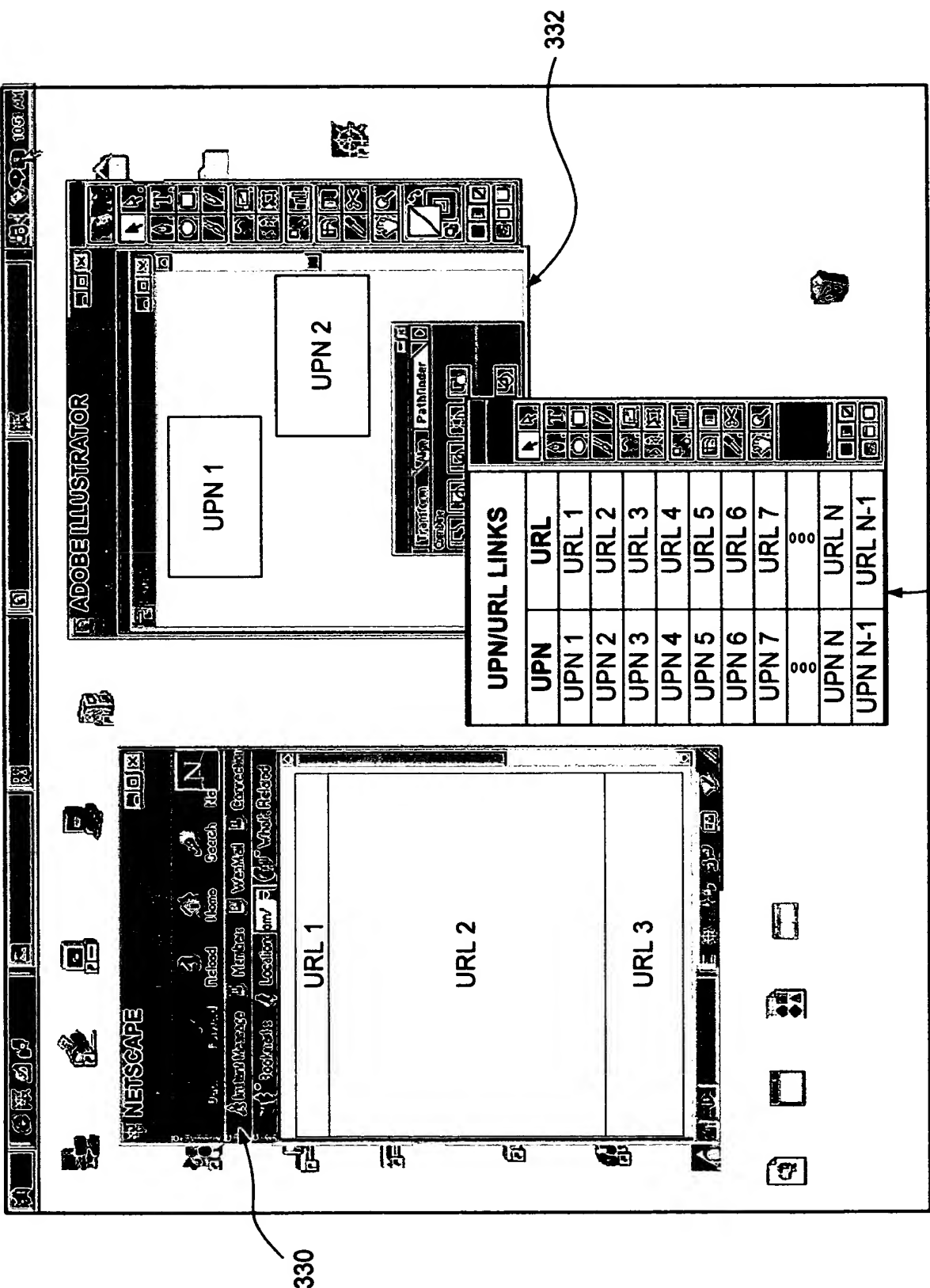


FIG. 2E4



# UPN/URL DATA LINKING MODE

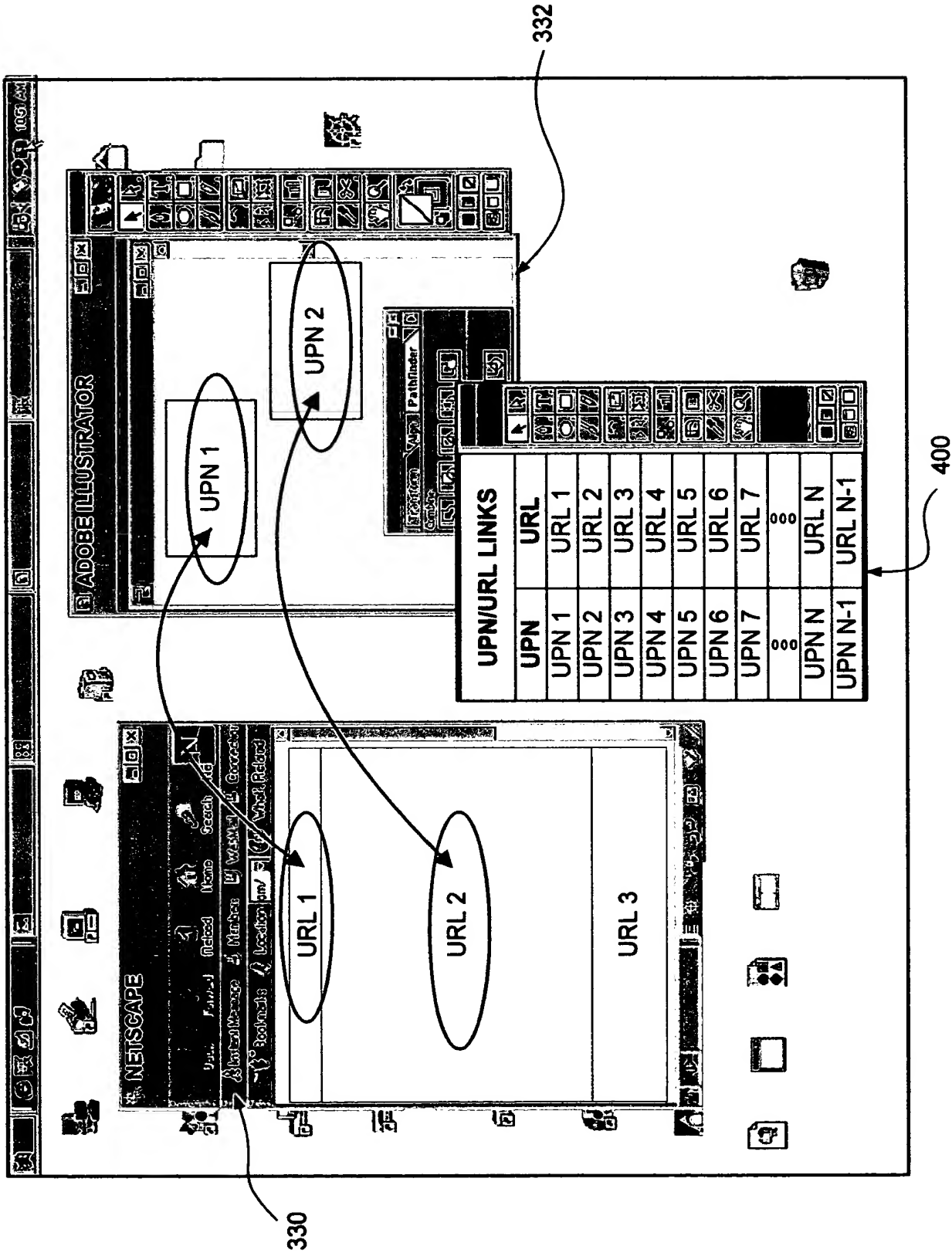


FIG. 2E5

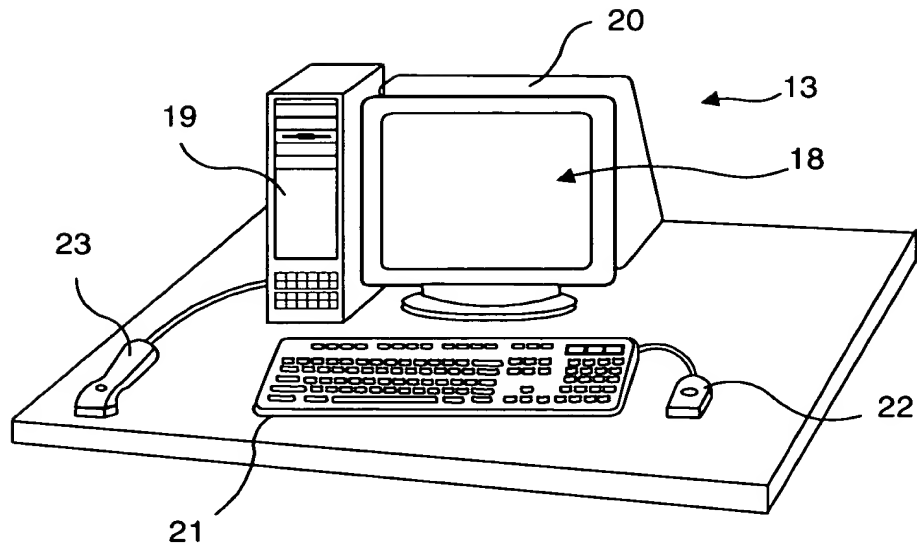


FIG. 3A1

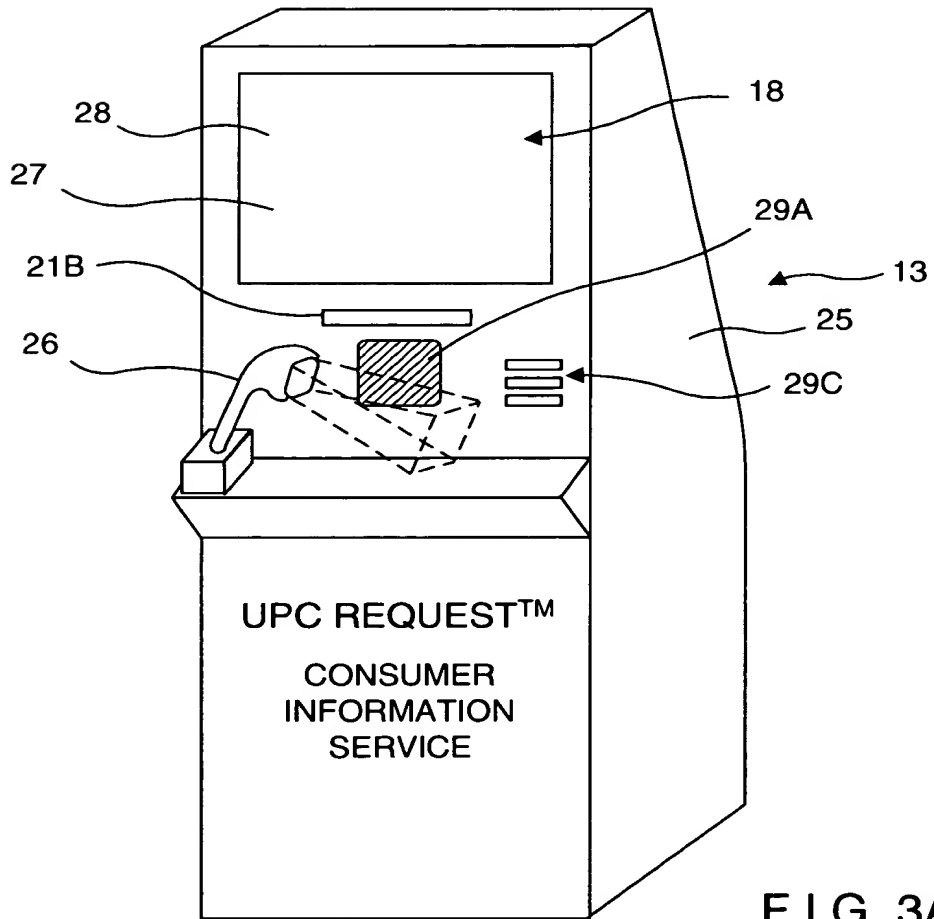
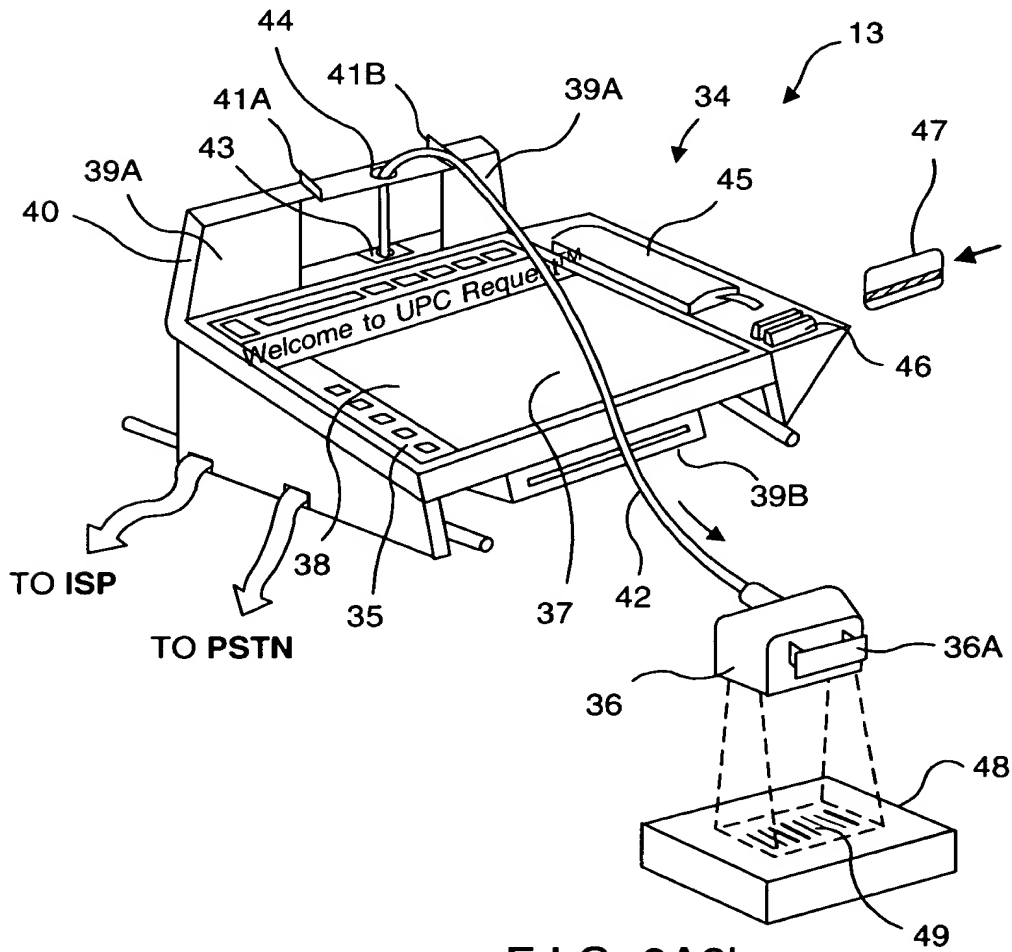
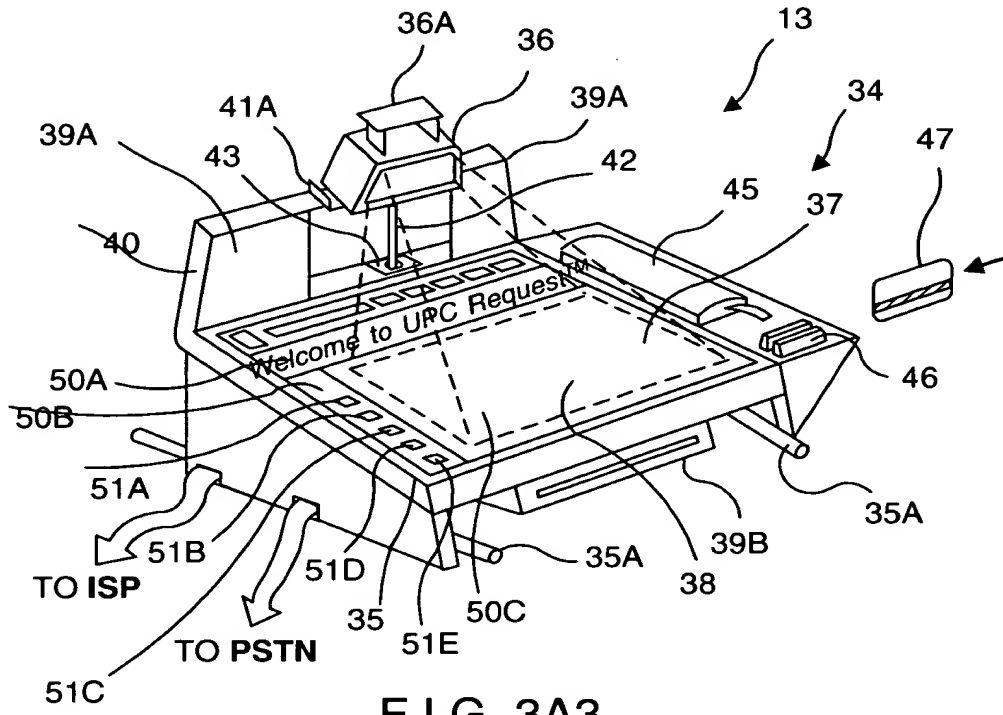


FIG. 3A2



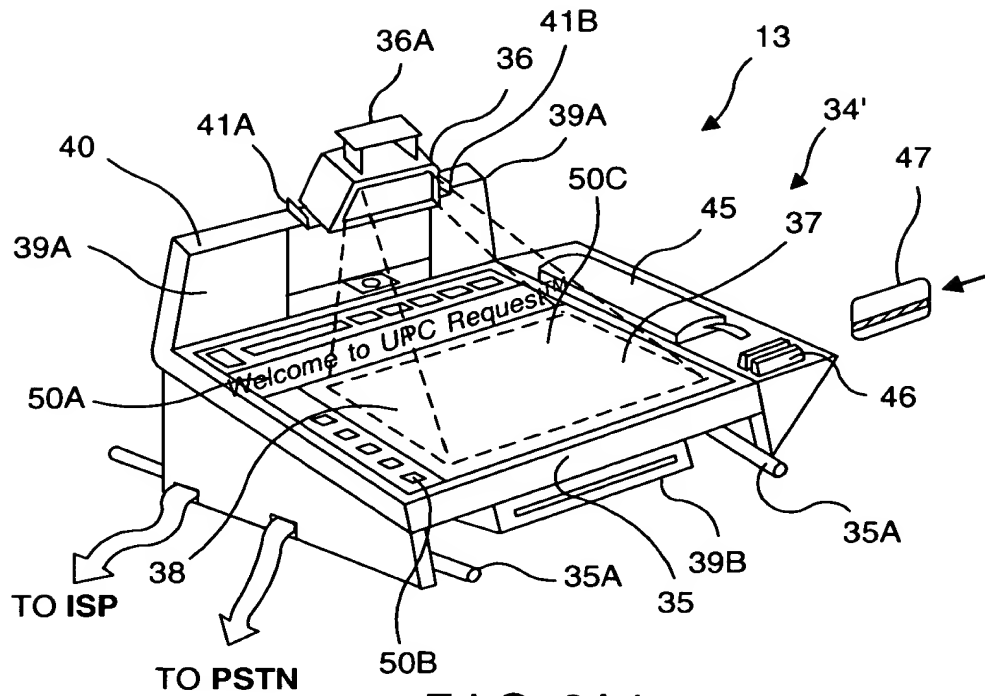


FIG. 3A4

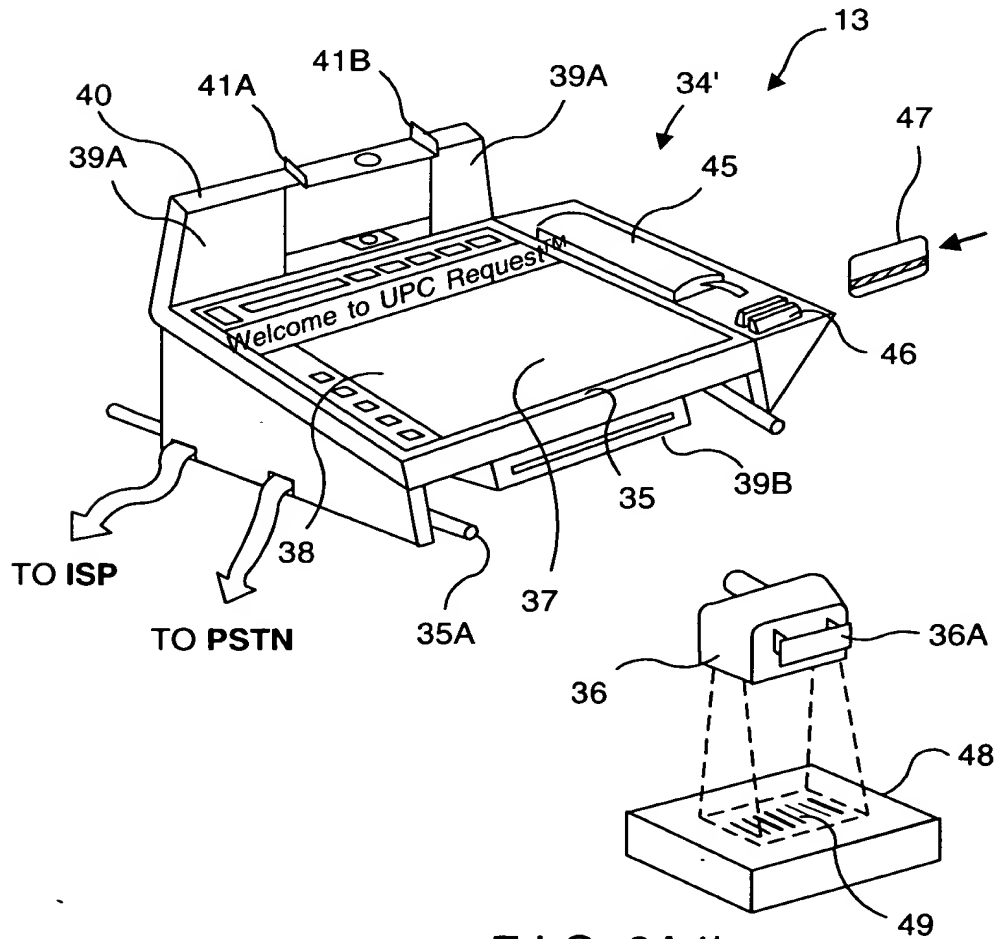


FIG. 3A4'

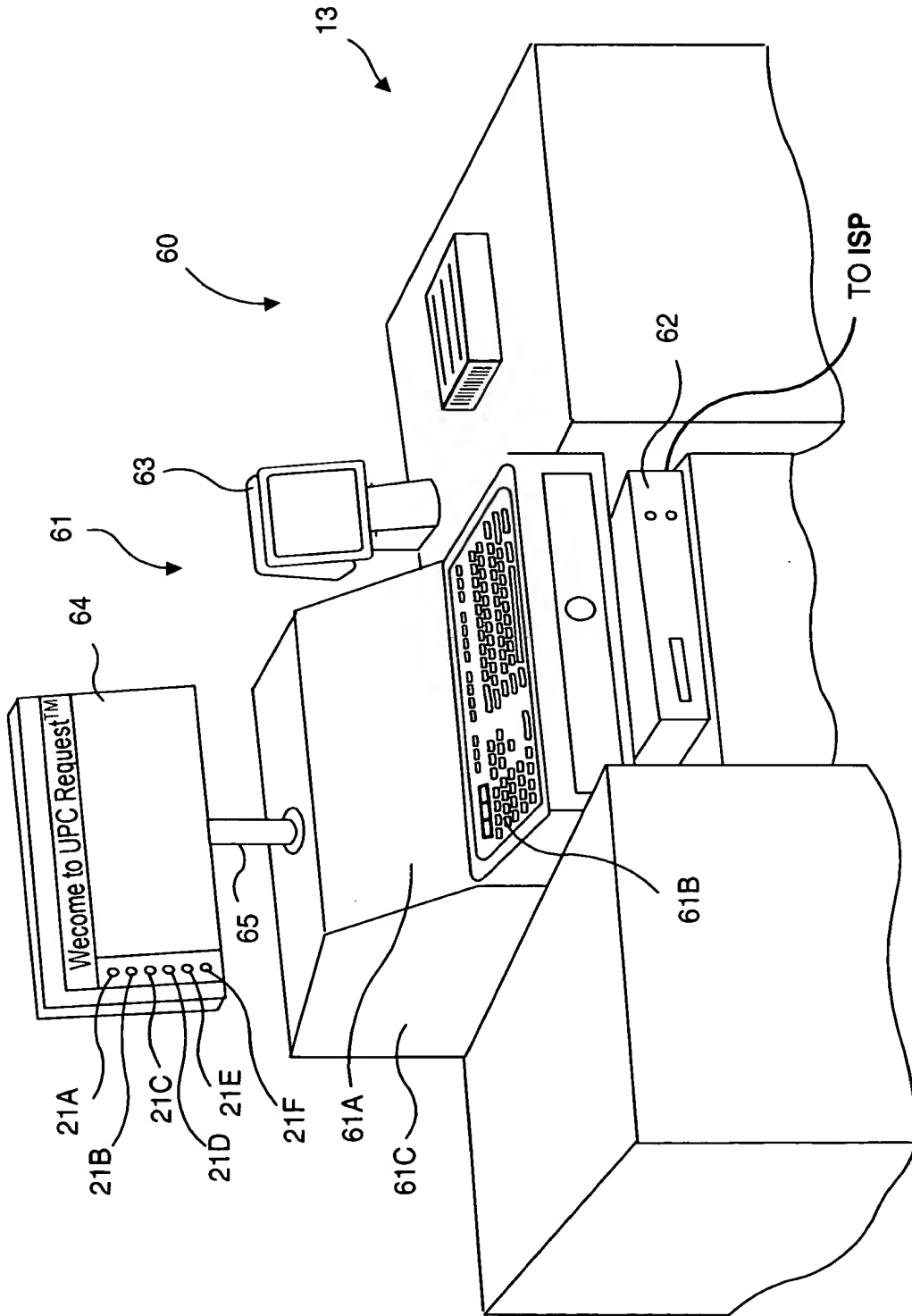


FIG. 3A5

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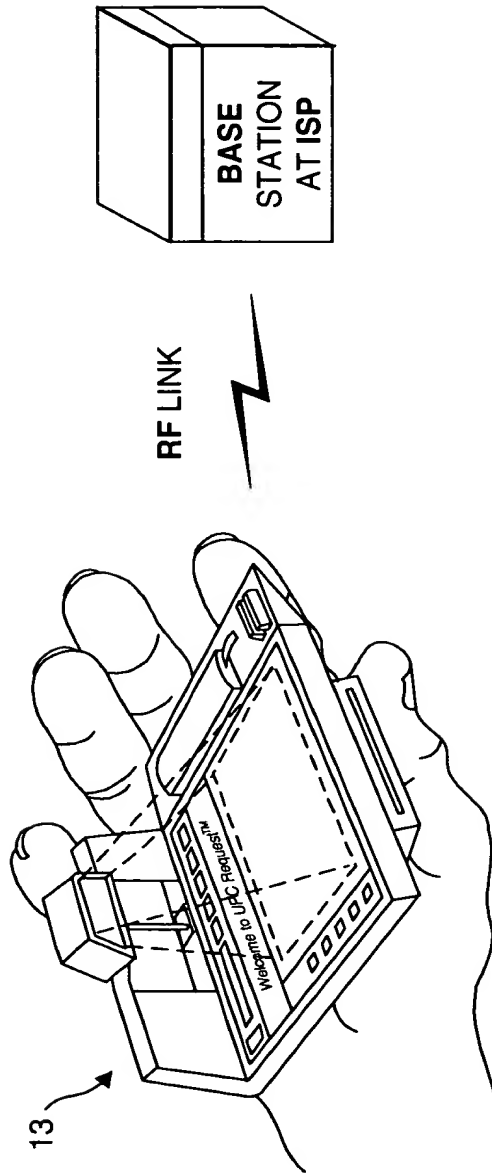


FIG. 3A6

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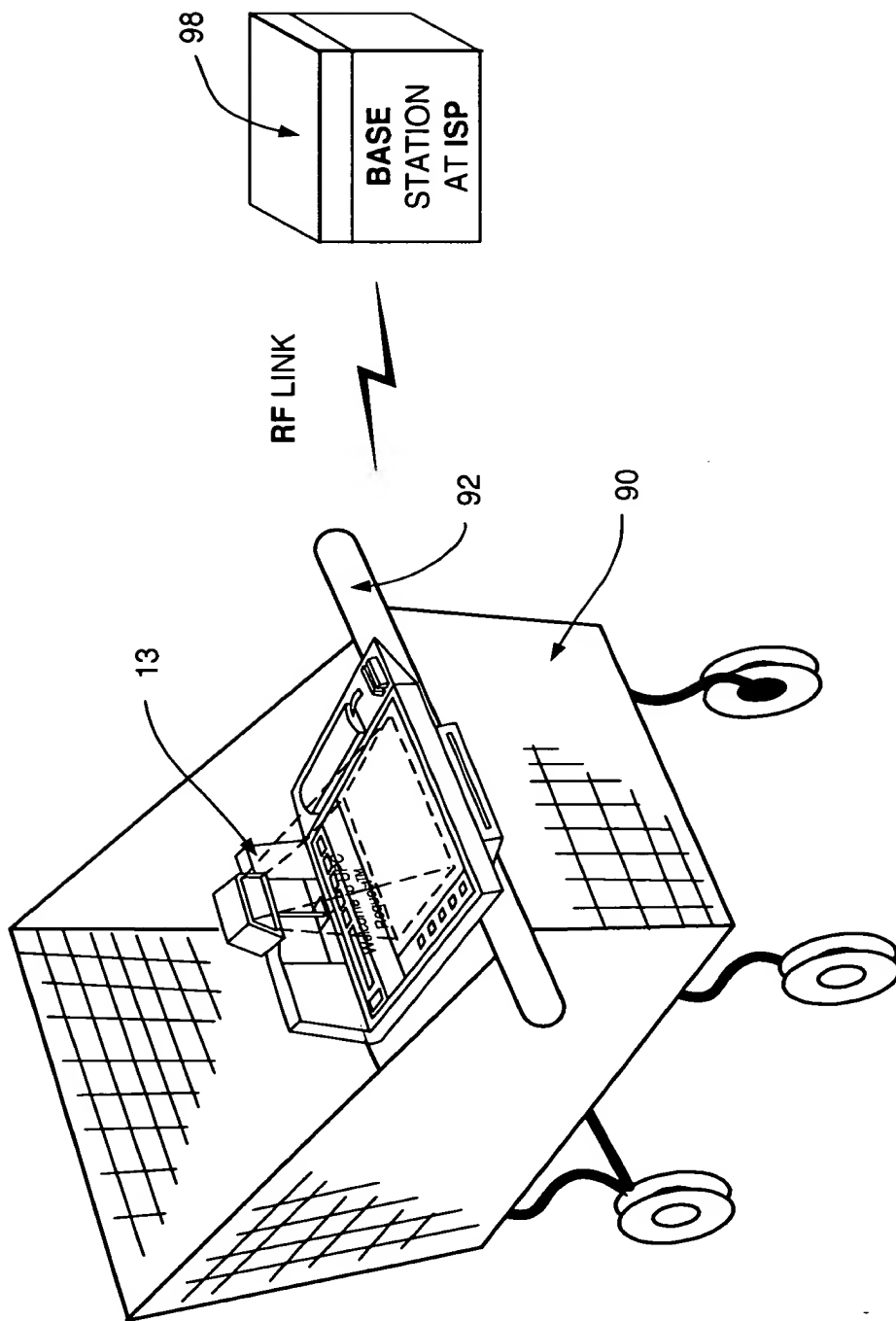


FIG. 3A7

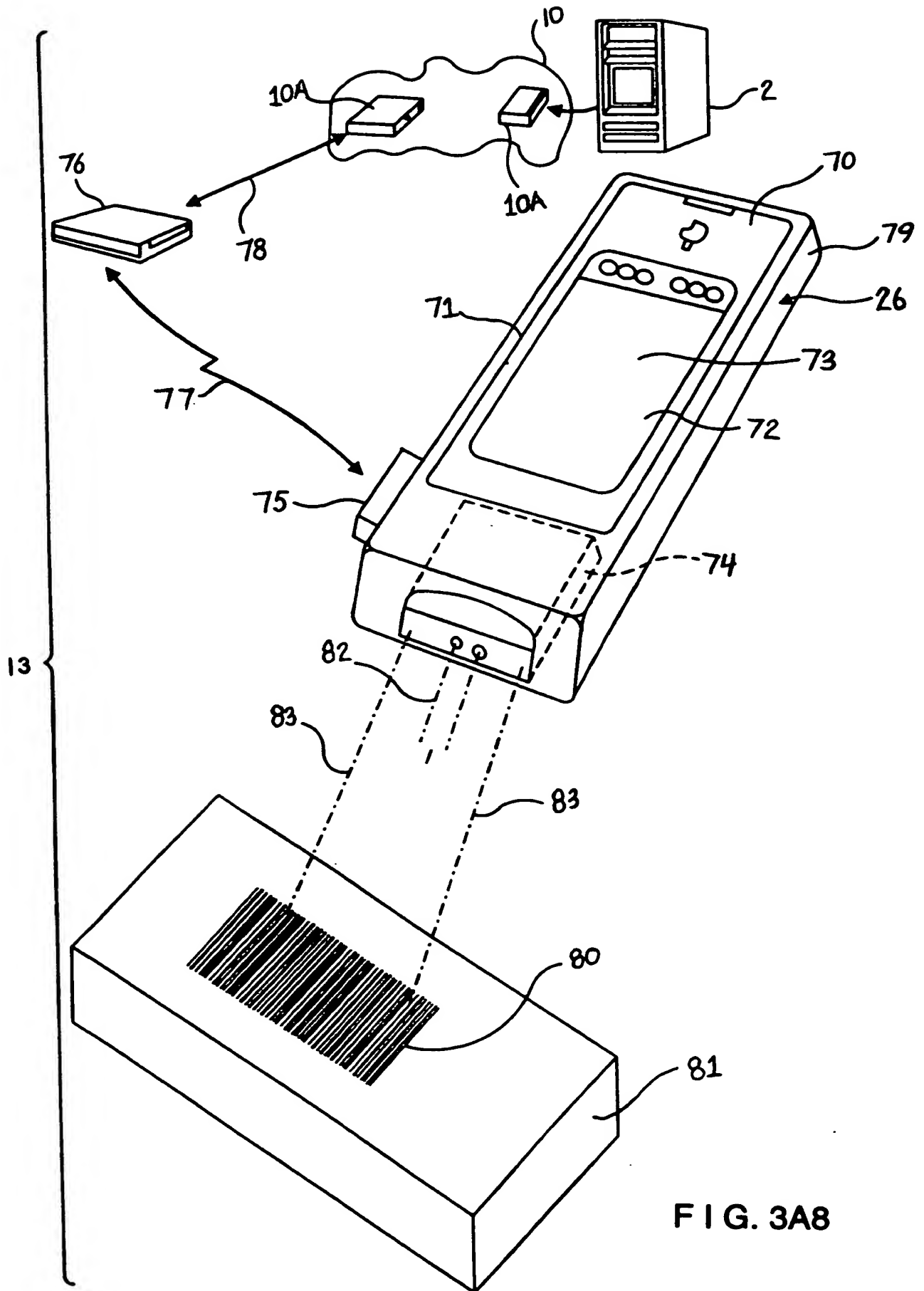


FIG. 3A8



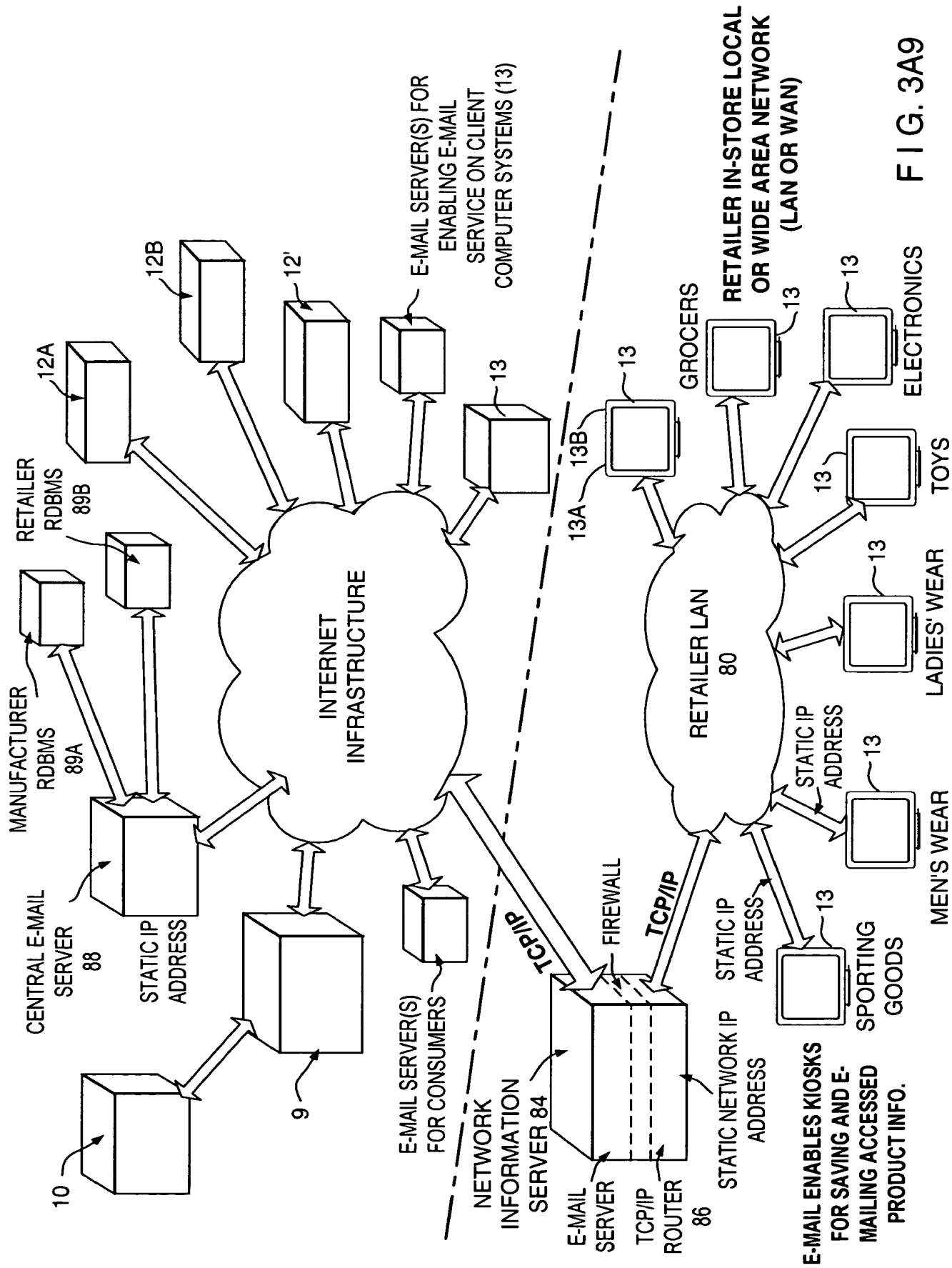


FIG. 3A9

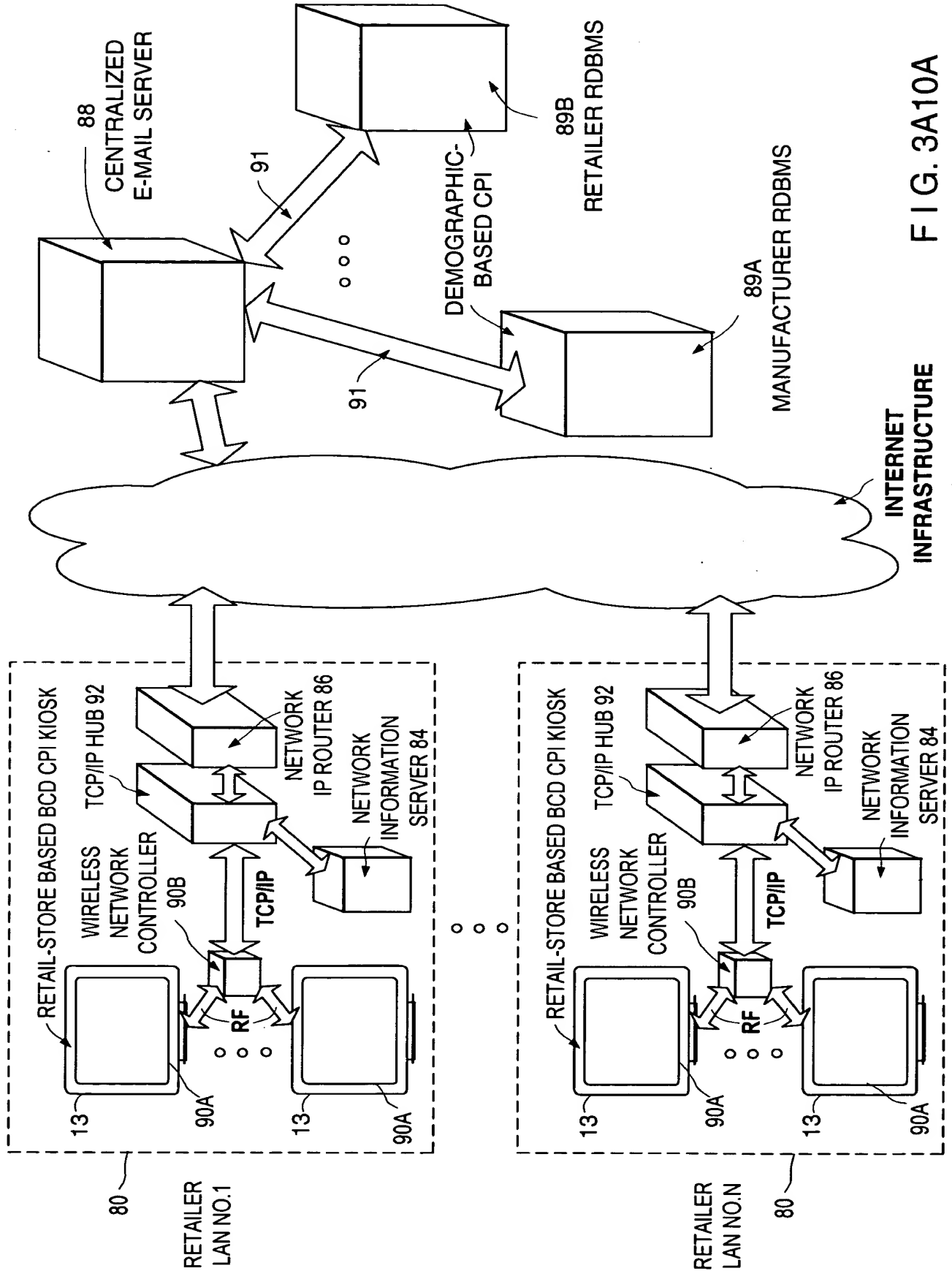


FIG. 3A10A



[illegible]

**FIG. 3A11**

[illegible]

**FIG. 3A12**

(1) LAUNCH A **CONSUMER PRODUCT INFORMATION (CPI) CAPTURE** AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED **BAR CODE DRIVEN (BCD) CPI KIOSK** OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "**ELECTRONIC-MAIL**" **ENVELOPE** HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A **FIRST SINGLE-CLICK BUTTON** FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A **SECOND SINGLE-CLICK BUTTON** FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A **CONSUMER E-MAIL ADDRESS FIELD** FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT
- iv) A **RETAILER E-MAIL ADDRESS FIELD** CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE **CONSUMER E-MAIL ADDRESS** INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A13A

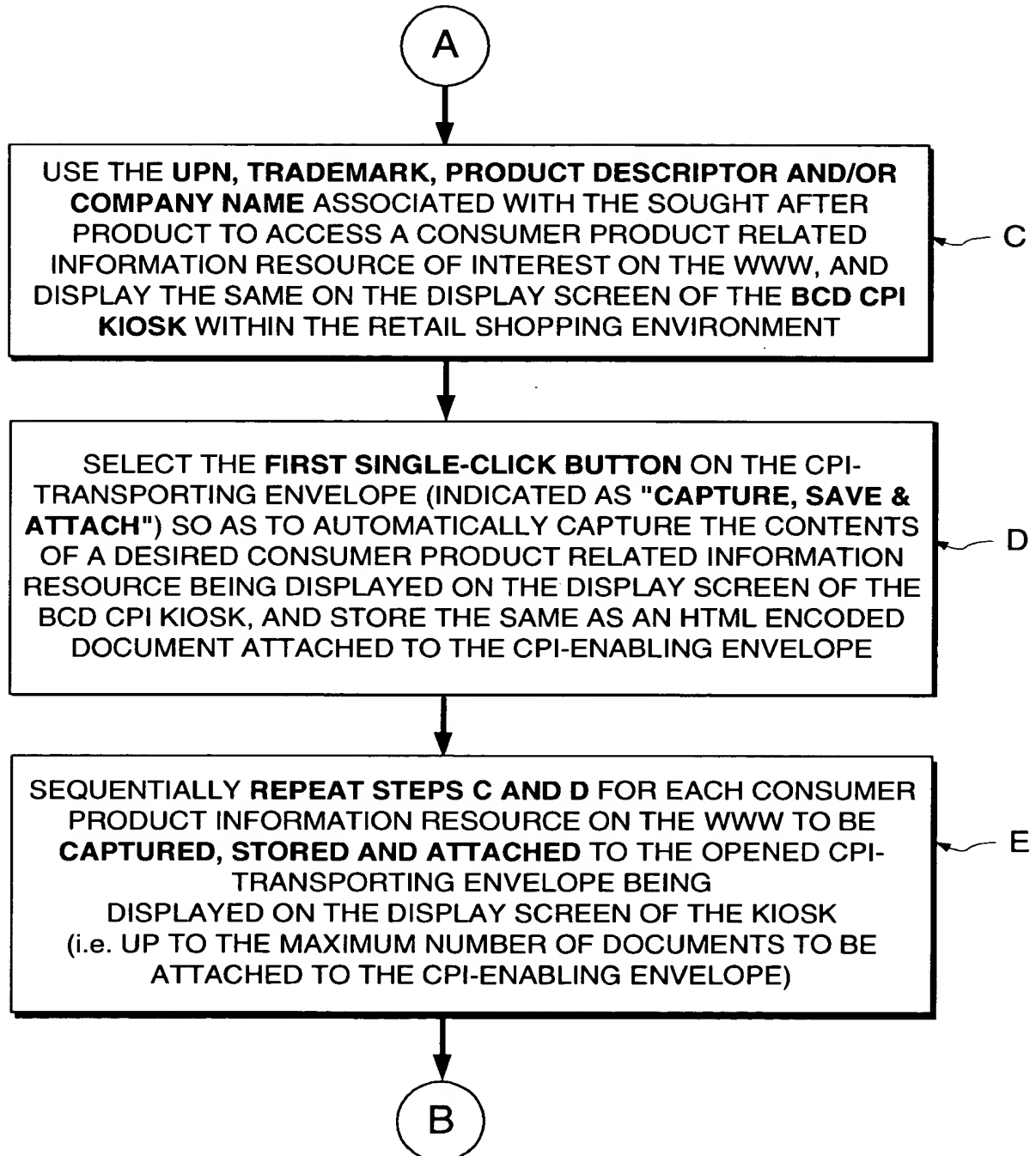
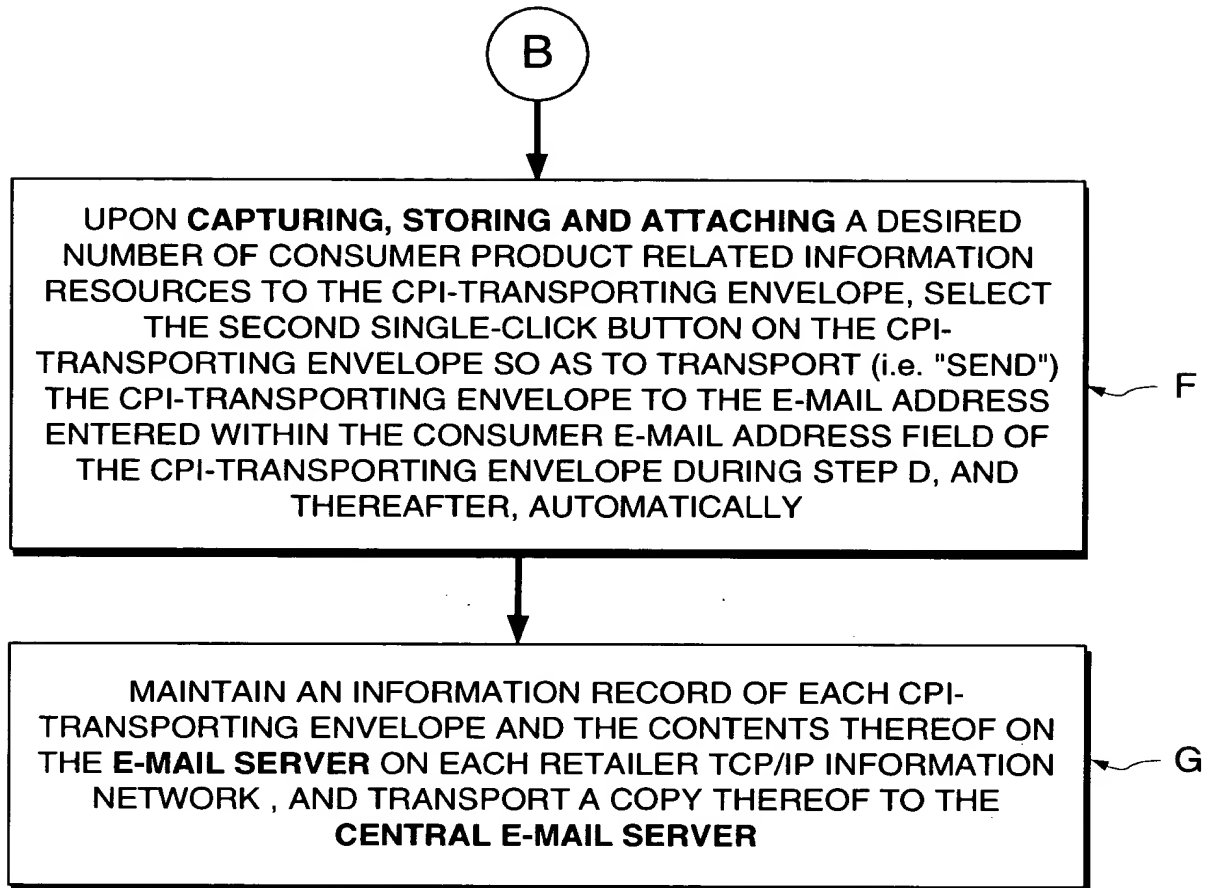


FIG. 3A13B





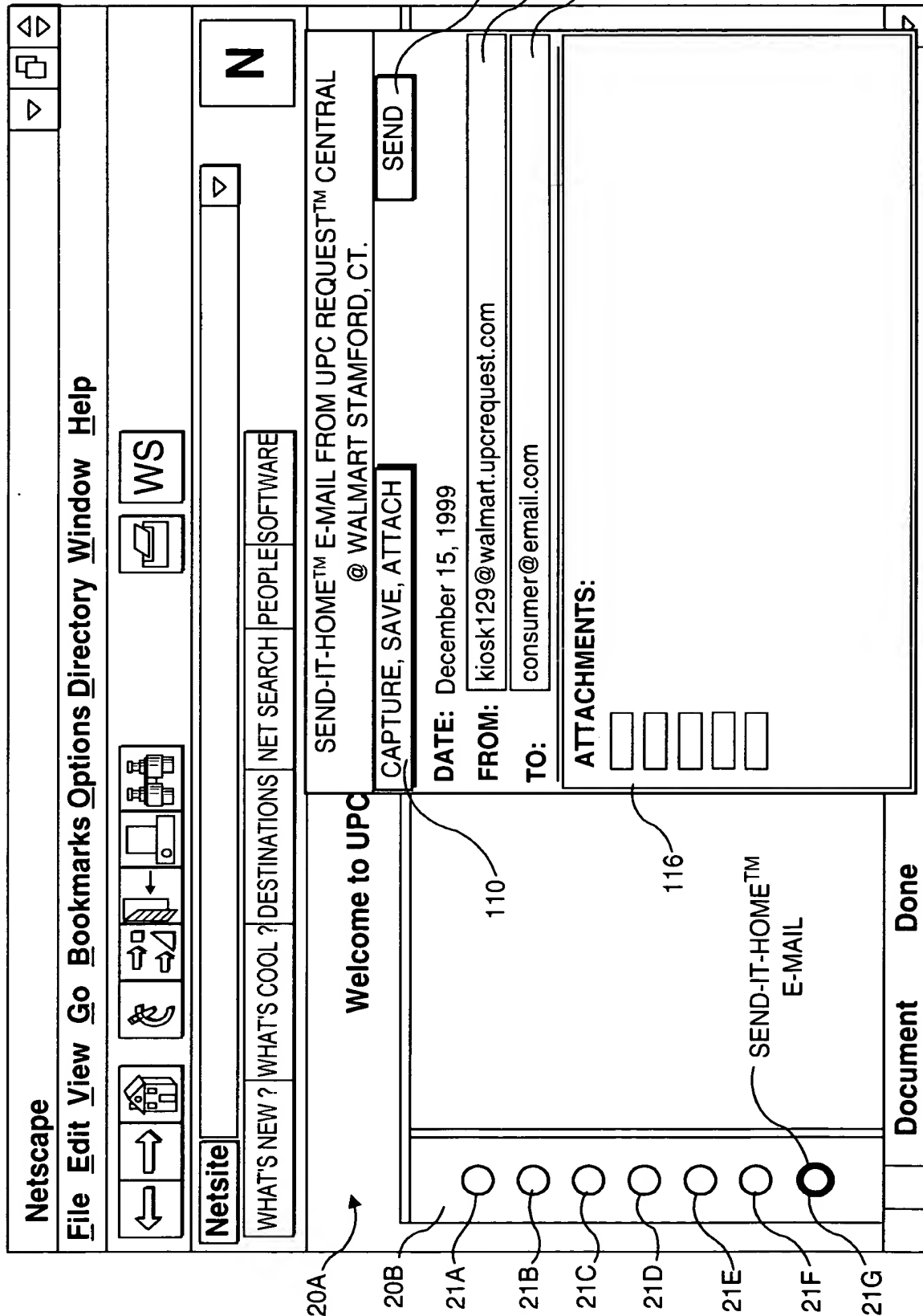


FIG. 3A14

(1) LAUNCH A **CONSUMER PRODUCT INFORMATION (CPI) CAPTURE** AND TRANSPORT APPLICATION SERVICE ON AN INTERNET ENABLED **BAR CODE DRIVEN (BCD) CPI KIOSK** OF THE PRESENT INVENTION CONFIGURED IN A RETAILER TCP/IP LOCAL OR WIDE AREA NETWORK DEPLOYED WITHIN A RETAIL SHOPPING ENVIRONMENT, AND (2) DISPLAY ON THE KIOSK SCREEN A CPI-TRANSPORTING "**ELECTRONIC-MAIL**" **ENVELOPE** HAVING A JAVA ENABLED GUI PROVIDED WITH

- i) A **FIRST SINGLE-CLICK BUTTON** FOR CAPTURING AND STORING AS AN HTML ENCODED DOCUMENT THEREIN, ANY CPI RELATED DOCUMENT BEING DISPLAYED ON THE BCD CPI KIOSK
- ii) A **SECOND SINGLE-CLICK BUTTON** FOR TRANSPORTING COPIES OF THE ENVELOPE TO THE E-MAIL ADDRESS OF CONSUMER
- iii) A **CONSUMER E-MAIL ADDRESS FIELD** FOR ENTERING THE E-MAIL ADDRESS OF THE CONSUMER/SHOPPER, TO WHICH A COPY OF THE E-MAIL ENVELOPE CAN BE AUTOMATICALLY SENT DURING TRANSPORT IF ENABLED BY THE CONSUMER/SHOPPER
- iv) A **RETAILER E-MAIL ADDRESS FIELD** CONTAINING A PRESENT E-MAIL ADDRESS OF THE RETAILER OPERATING THE KIOSK, INDICATING THE RETAIL STORE LOCATION, AND POSSIBLY THE RETAIL DEPARTMENT FROM WHICH THE CPI-TRANSPORTING ENVELOPE WAS SENT ON THE TIME AND DATE OF THE ELECTRONIC MESSAGE TRANSMISSION

A

ENTER THE **CONSUMER E-MAIL ADDRESS** INTO THE CONSUMER E-MAIL ADDRESS FIELD OF THE ENVELOPE (e.g. BY MANUALLY TYPING THE E-MAIL ADDRESS, READING A BAR CODED CONSUMER IDENTIFICATION CARD HAVING THE CONSUMER'S E-MAIL ADDRESS AND OTHER INFORMATION ENCODED THEREWITHIN, OR BY READING A MAGNETIC STRIPE TYPE CONSUMER IDENTIFICATION CARD ENCODED WITH THE SAME OR SIMILAR INFORMATION USING A MAGNETIC STRIPE READER INTERFACED WITH THE BCD CPI KIOSK)

B

A

FIG. 3A15A

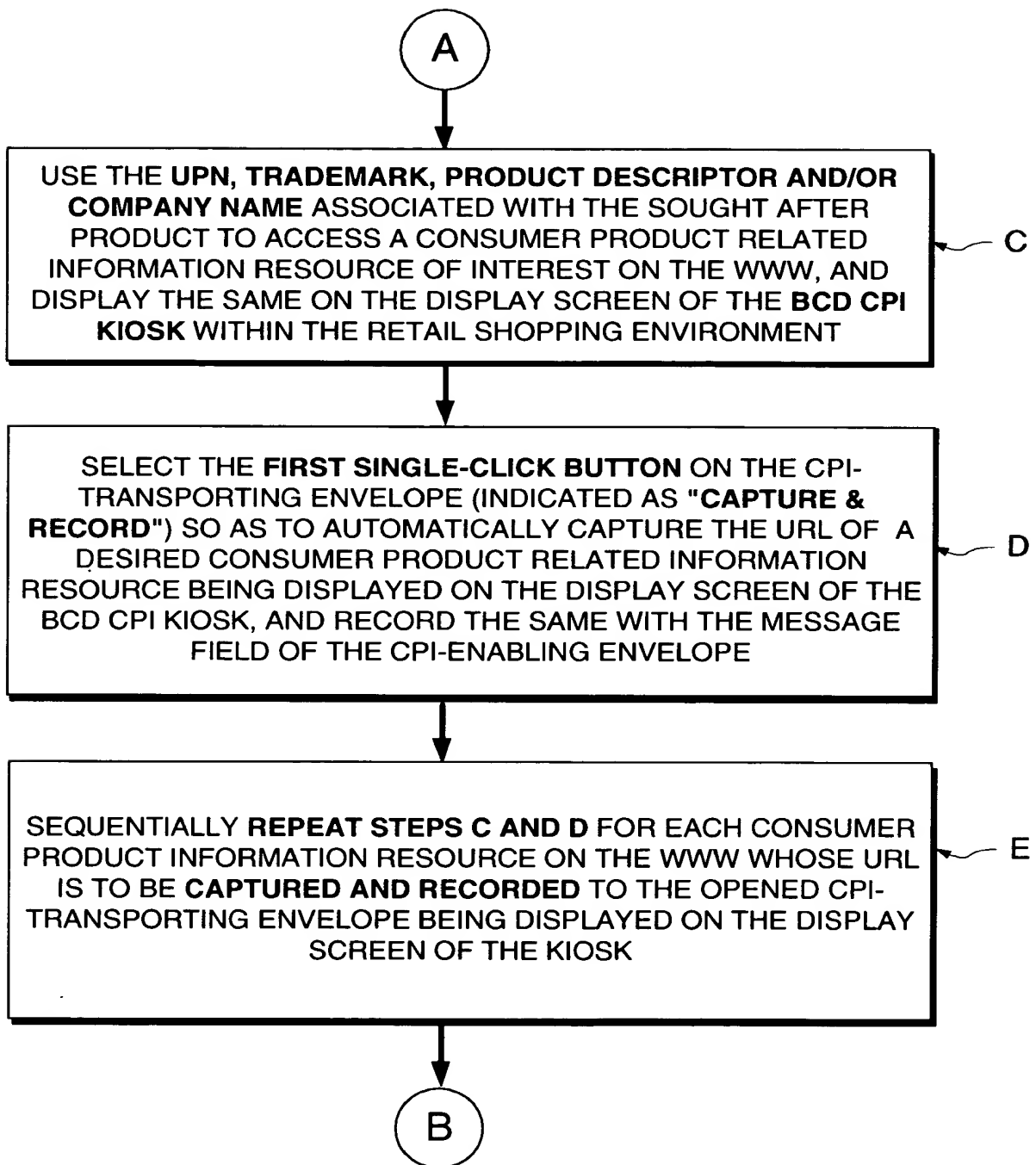


FIG. 3A15B

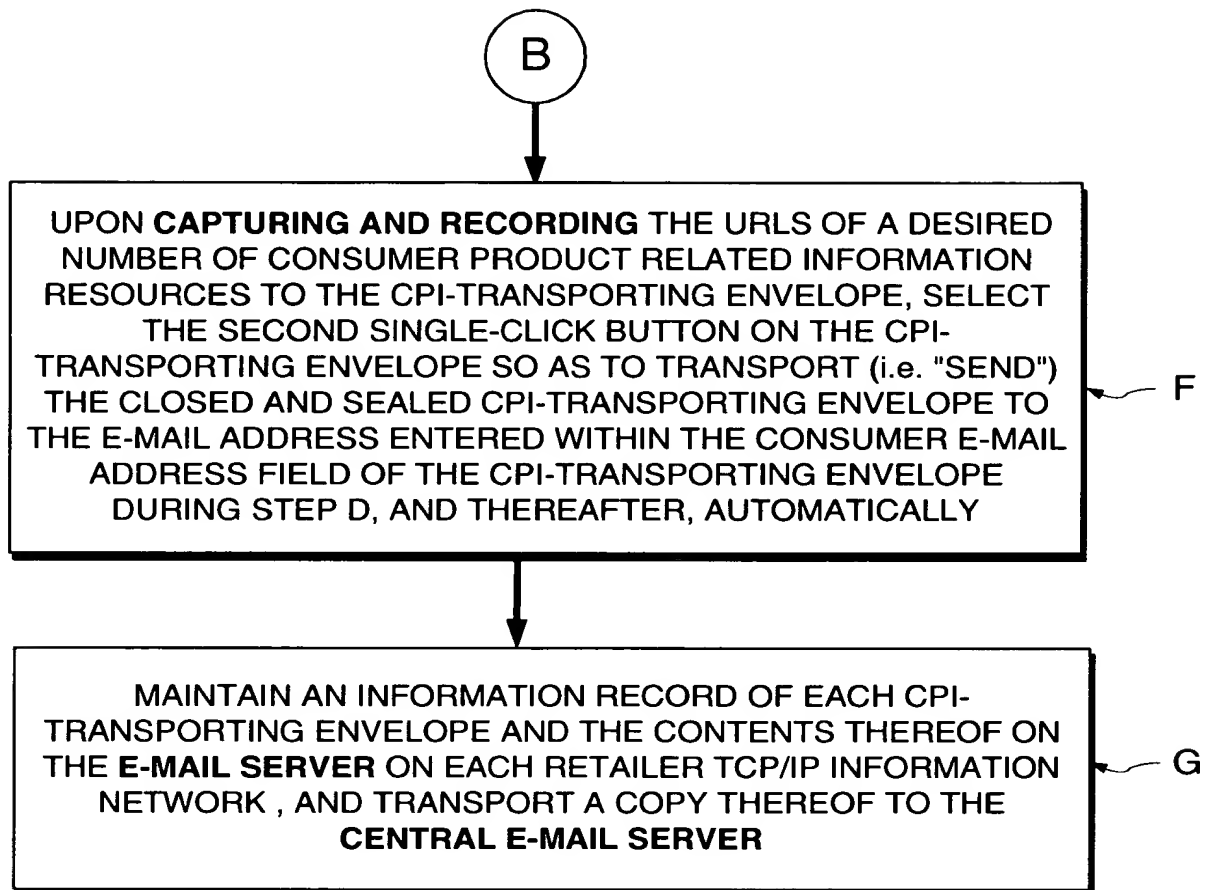


FIG. 3A15C

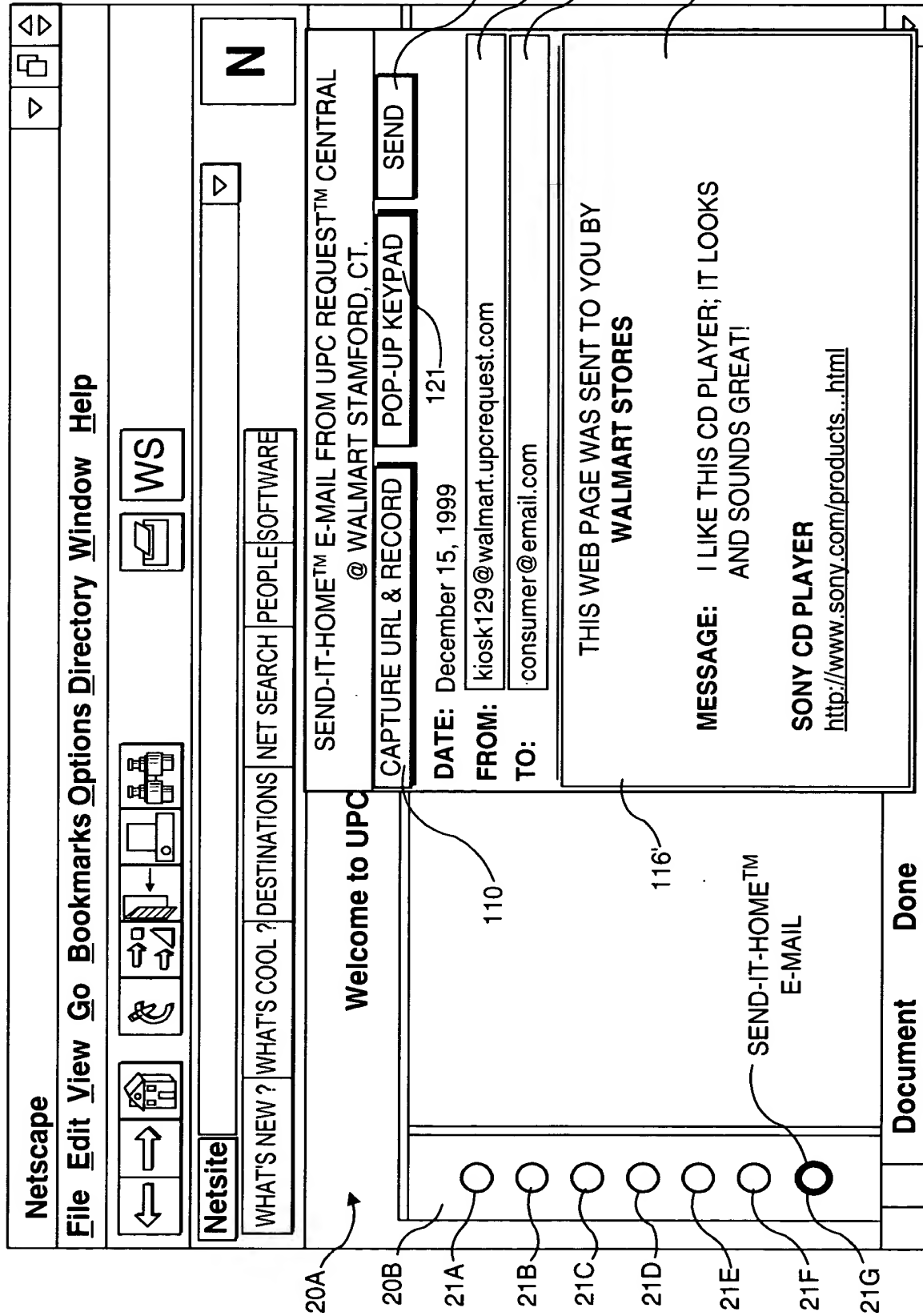


FIG. 3A16

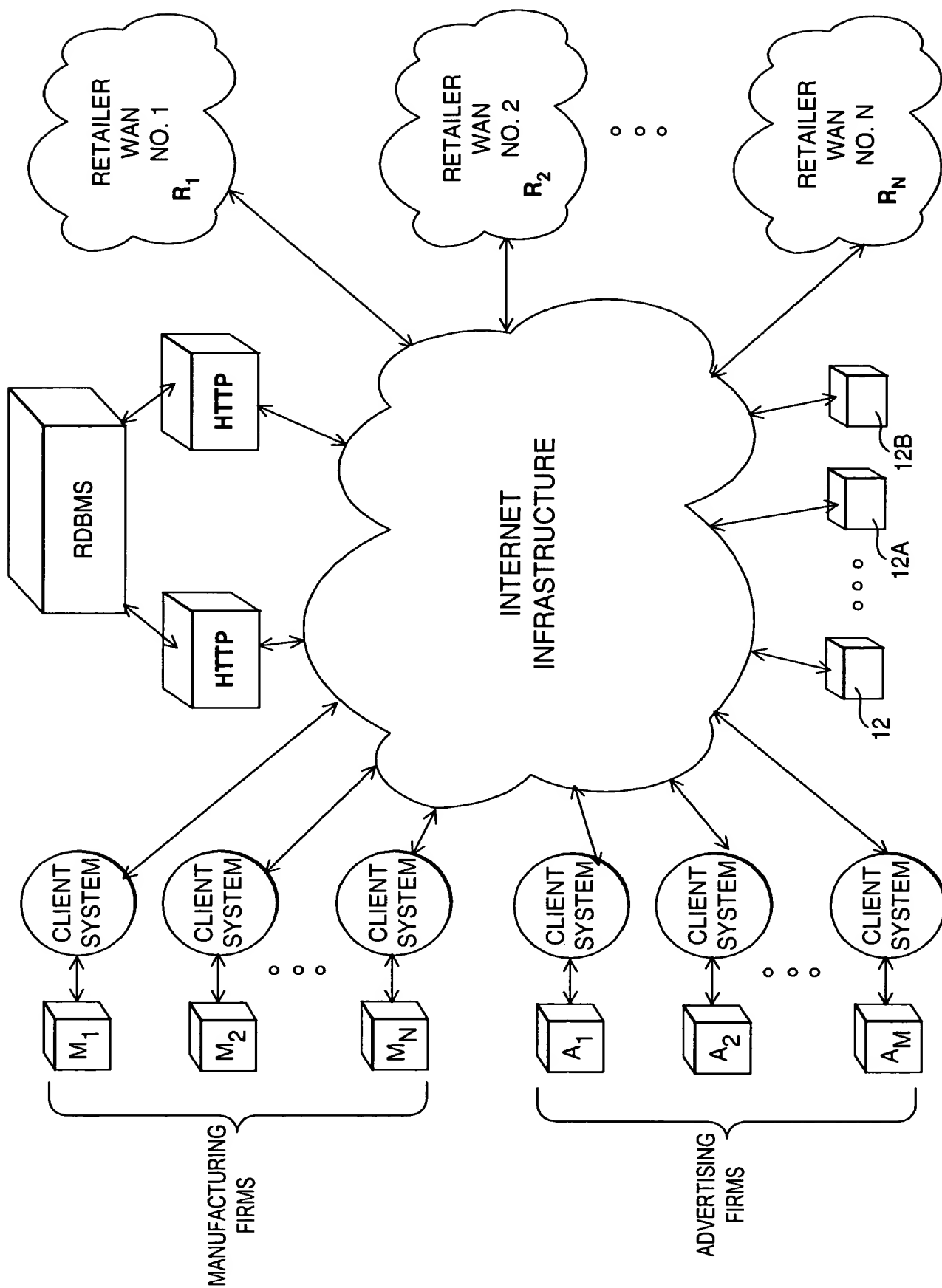
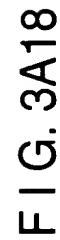


FIG. 3A17



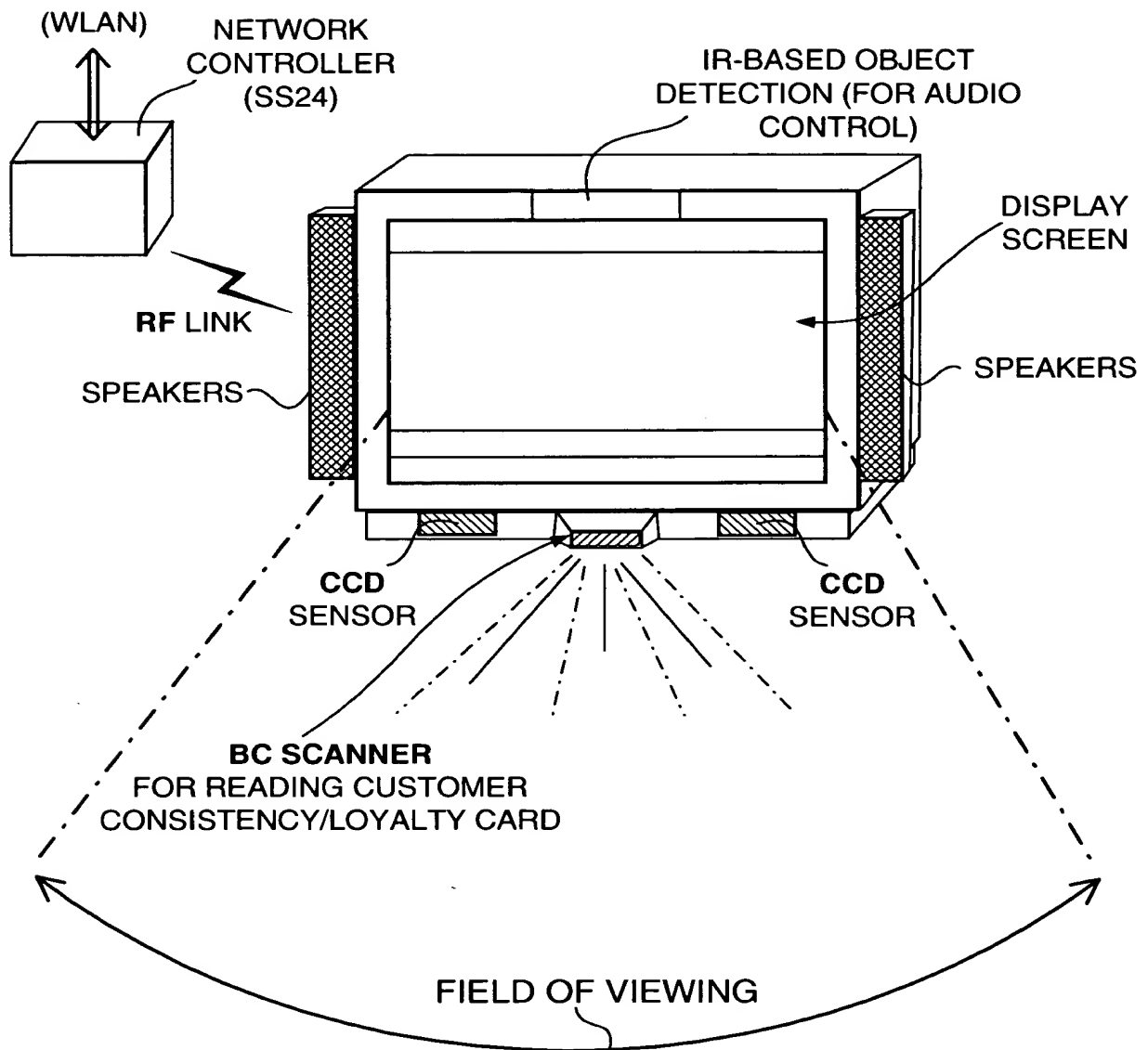
UPN	RETAILER	URL NO. 1	...	URL NO. N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
			...				
...	...	...	...	...	...	...	...

FIG. 3A19A



UPN	RETAILER	IRF NO. 1	IRF NO. N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL
• • •	• • •	• • •	• • •	• • •	• • •	• • •

FIG. 3A19B

**FEATURES:**

- EYE TRAINING AND ACCOUNTING SUBSYSTEM
- TRACKS DETECTED EYEBALL

FIG. 3A19C

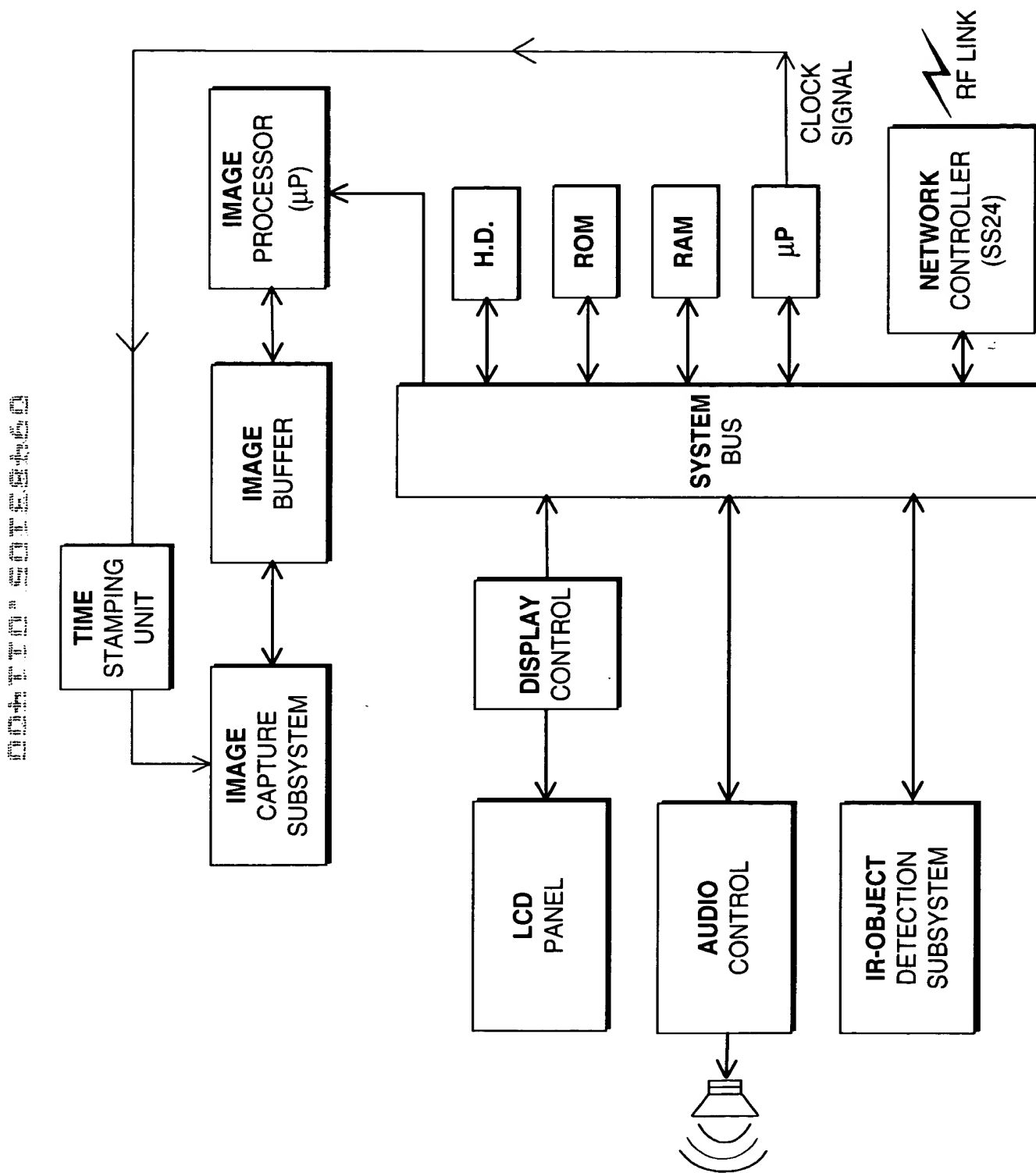


FIG. 3A19D

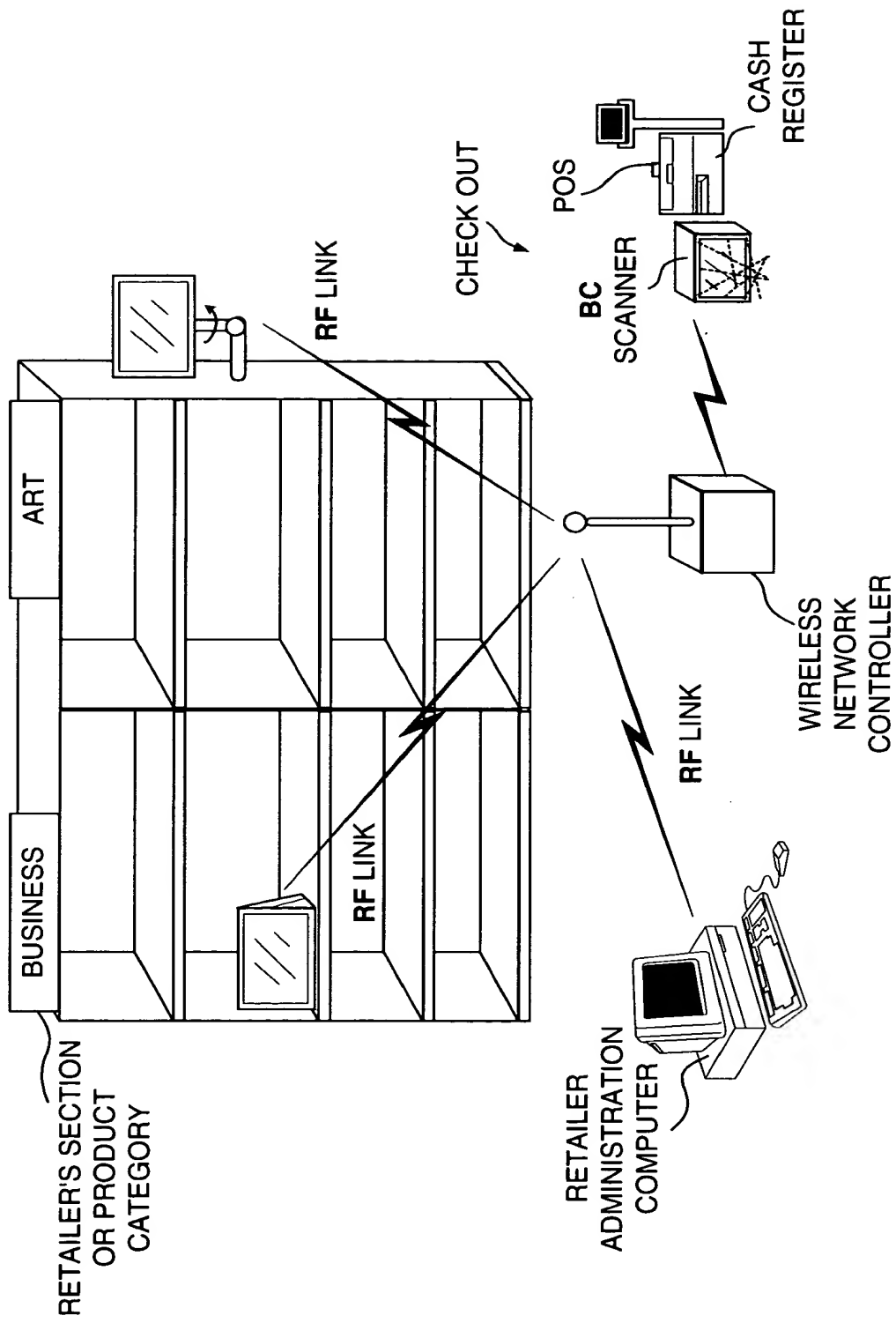


FIG. 3A20

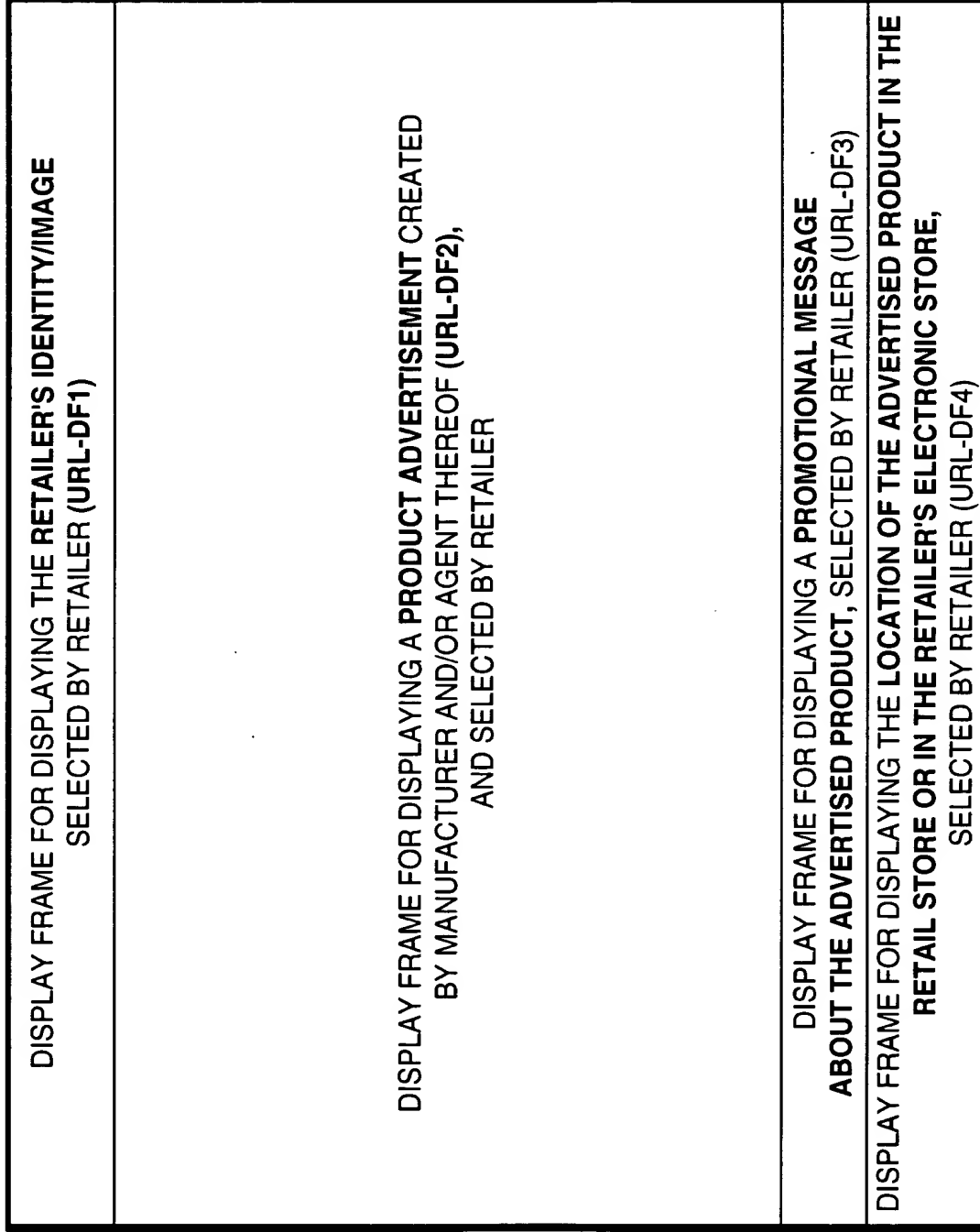


FIG. 3A21A

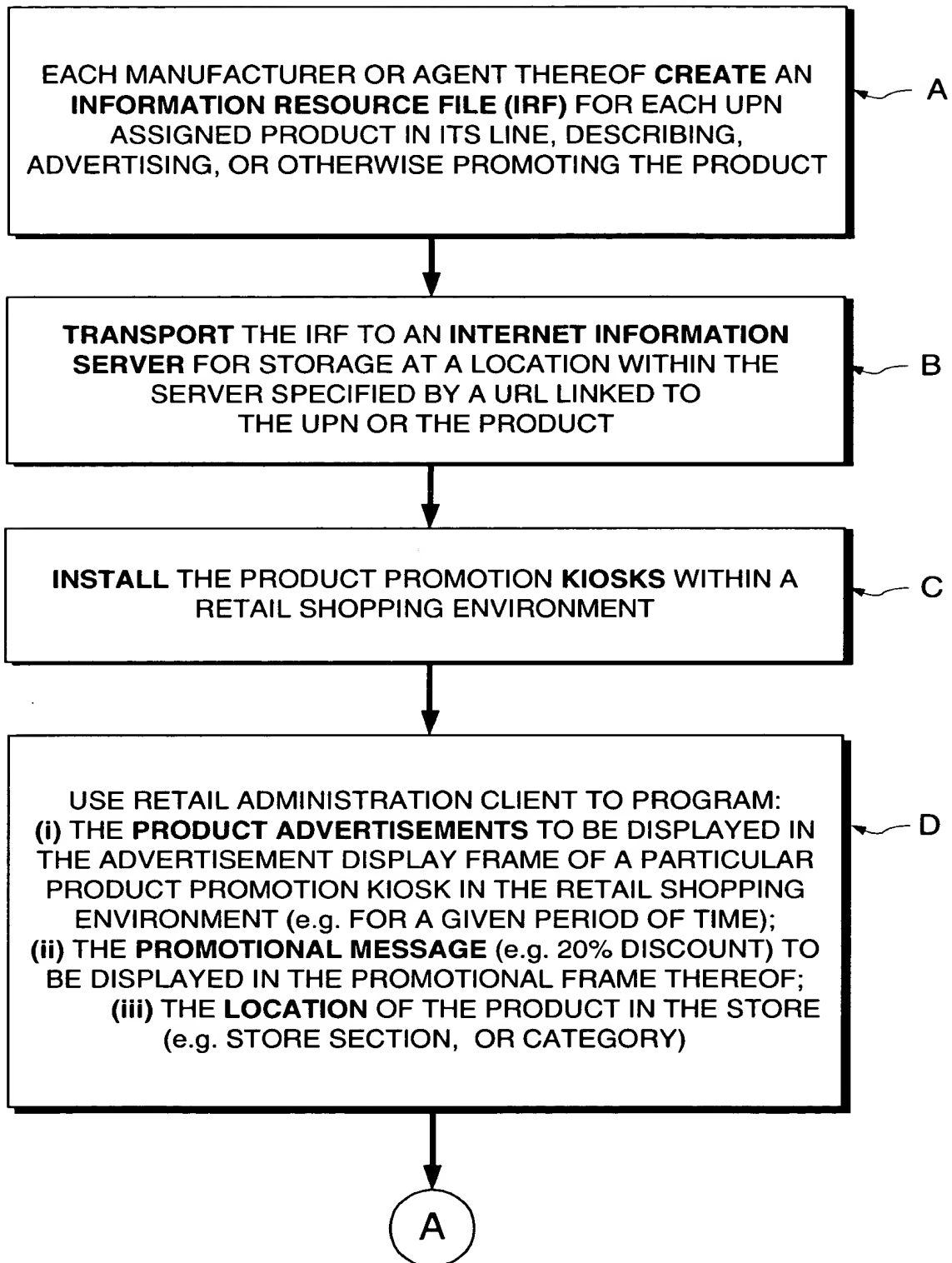
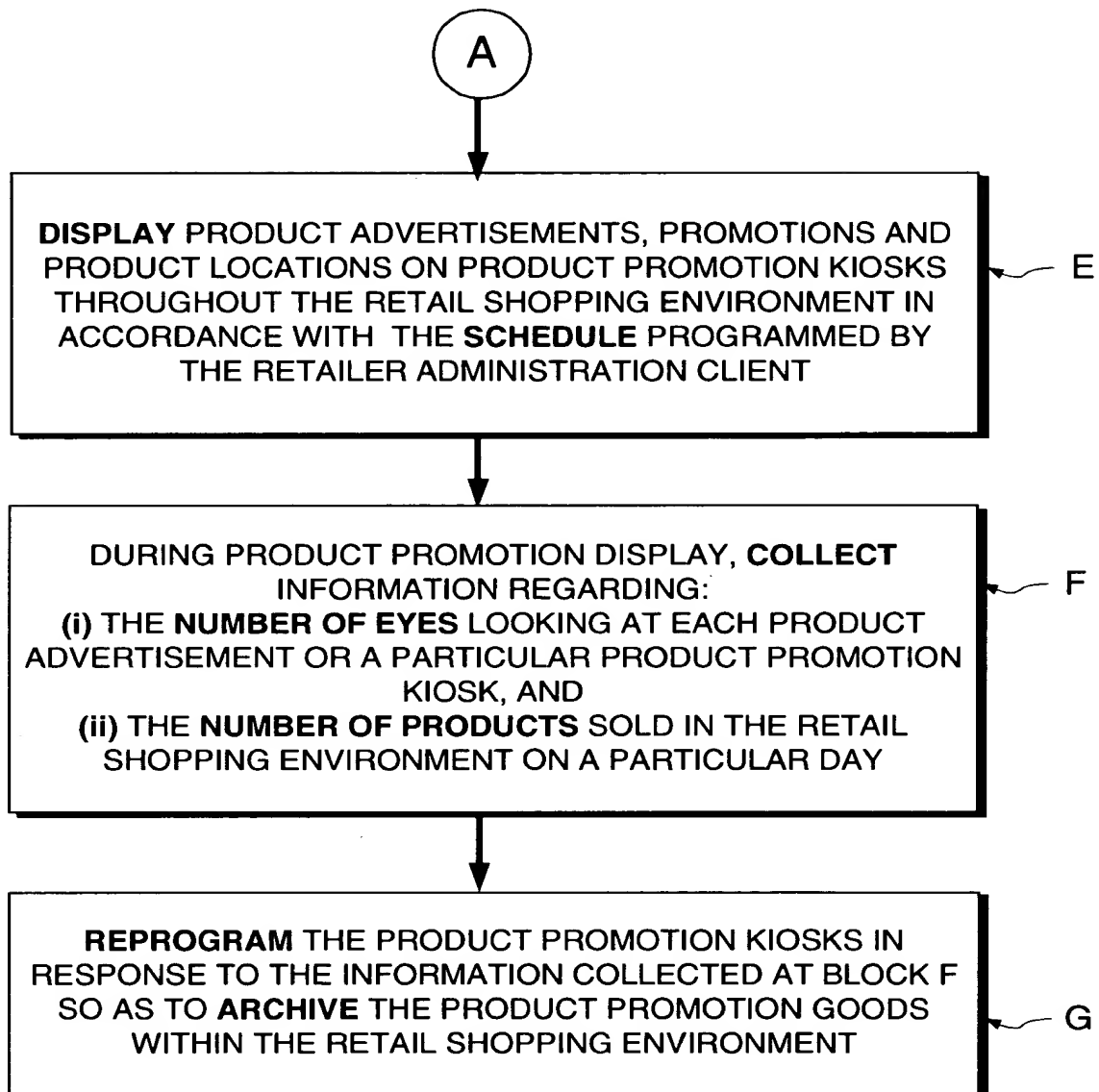


FIG. 3A22A

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F I G. 3A22B

[illegible]

• • •

FIG. 3A23



FIG. 3A24

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UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

REPORT

FIG. 3A24

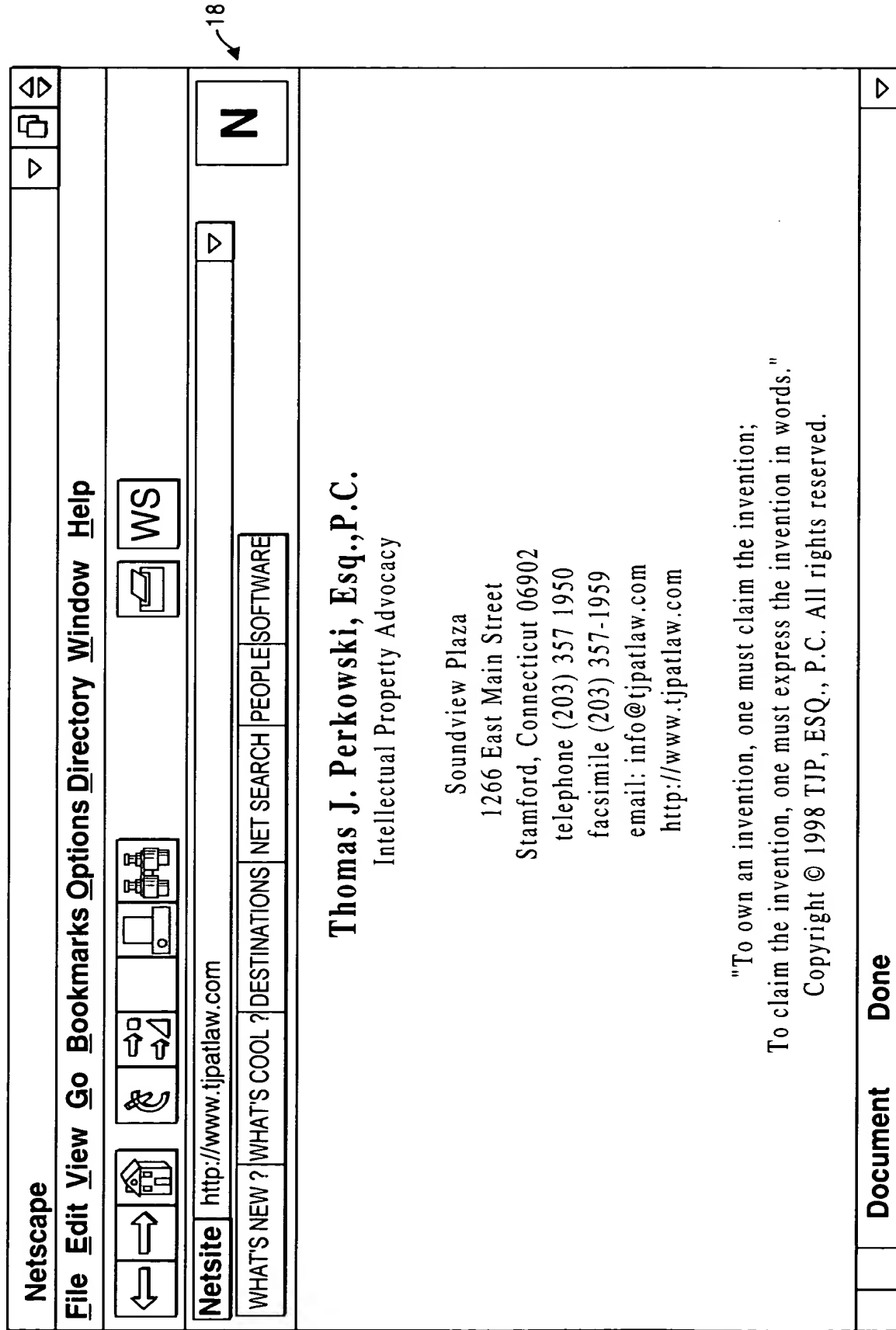


FIG. 3B

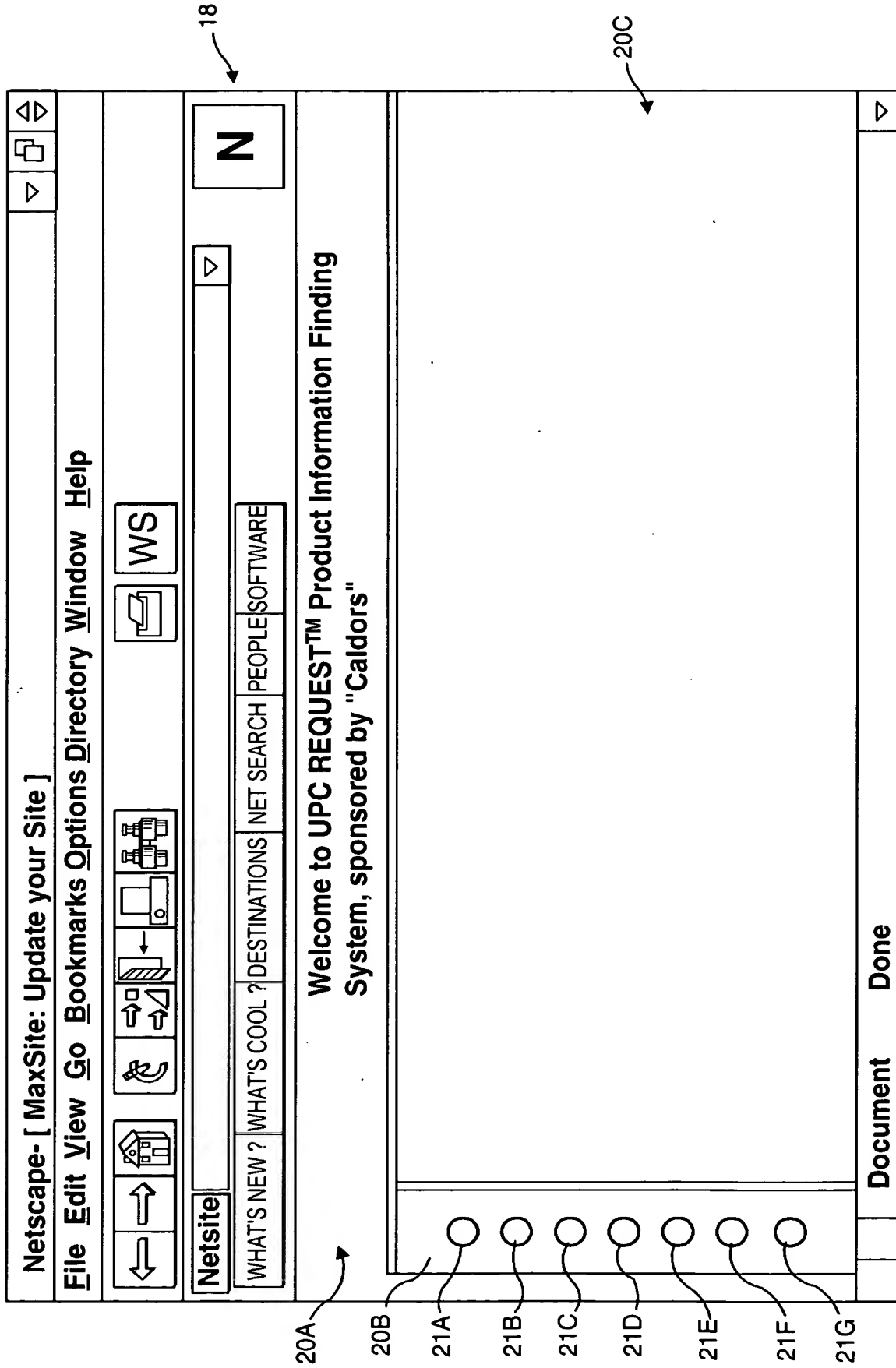


FIG. 3C

IP / SN	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	e-mail ADDRESS	CPIR APPLETS	STATUS
7/18908/17674/0	APPLE COMPUTER, INC. CUPERTINO, CA.	POWER MAC 7600/120 COMPUTER	<a href="http://www.power.com/pc">http://www.power.com/pc</a>	POWER MAC			
0/373/100/6	PROCTOR & GAMBLE	TOOTH PASTE	<a href="http://www.tooth.com/pc">http://www.tooth.com/pc</a>	CREST			
3/12547/68404/0	WARNER WELCOME	ACID REDUCER	<a href="http://www.zantac.com/pc">http://www.zantac.com/pc</a>	ZANTAC ZANTAC 75			
0/00005/17643/4	KODAK, INC.	FILM PROCESSING	<a href="http://www.kodak.com/pc">http://www.kodak.com/pc</a>	KODAK			
• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •
0/27242/51057/9	SONY, INC.	PERSONAL COMPUTER	<a href="http://www.sony.com/pc">http://www.sony.com/pc</a>	SONY			

FIG. 4A1

CONSUMER PRODUCT INFO. REQUEST,  
CPIR-ENABLING APPLLET LIBRARY

URL <sub>i</sub>	PRODUCT SPECIFICATION INFORMATION FIELD	PRODUCT UPDATE INFORMATION FIELD	PRODUCT WARRANTY / SERVING INFORMATION FIELD	PRODUCT INCENTIVE INFORMATION FIELD	PRODUCT REVIEW INFORMATION FIELD	MISCELLA- NEOUS INFORMATION FIELD	PRODUCT ADVERTI- SEMENT INFORMATION FIELD
⋮	⋮	⋮	⋮	⋮	⋮	⋮	⋮

FIG. 4A2

IP / S N	REGISTRANT'S NAME AND ADDRESS	PRODUCT DESCRIPTION	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/05089/37460/7	NETSCAPE COMMUNICATIONS CORP.	INTERNET NAVIGATOR	NETSCAPE, NAVIGATOR		
0/30000/01020/4	QUAKER, INC.	OATMEAL	QUAKER		
0/496/390/1	COLA COLA, INC.	COCA SODA	COCA - COLA, COKE		
0/7599/24245/2	WARNER BROS.	PAT METHANY AUDIO CD	GEFFEN		
:	:	:	:	:	:
:	:	:	:	:	:
:	:	:	:	:	:

FIG. 4B

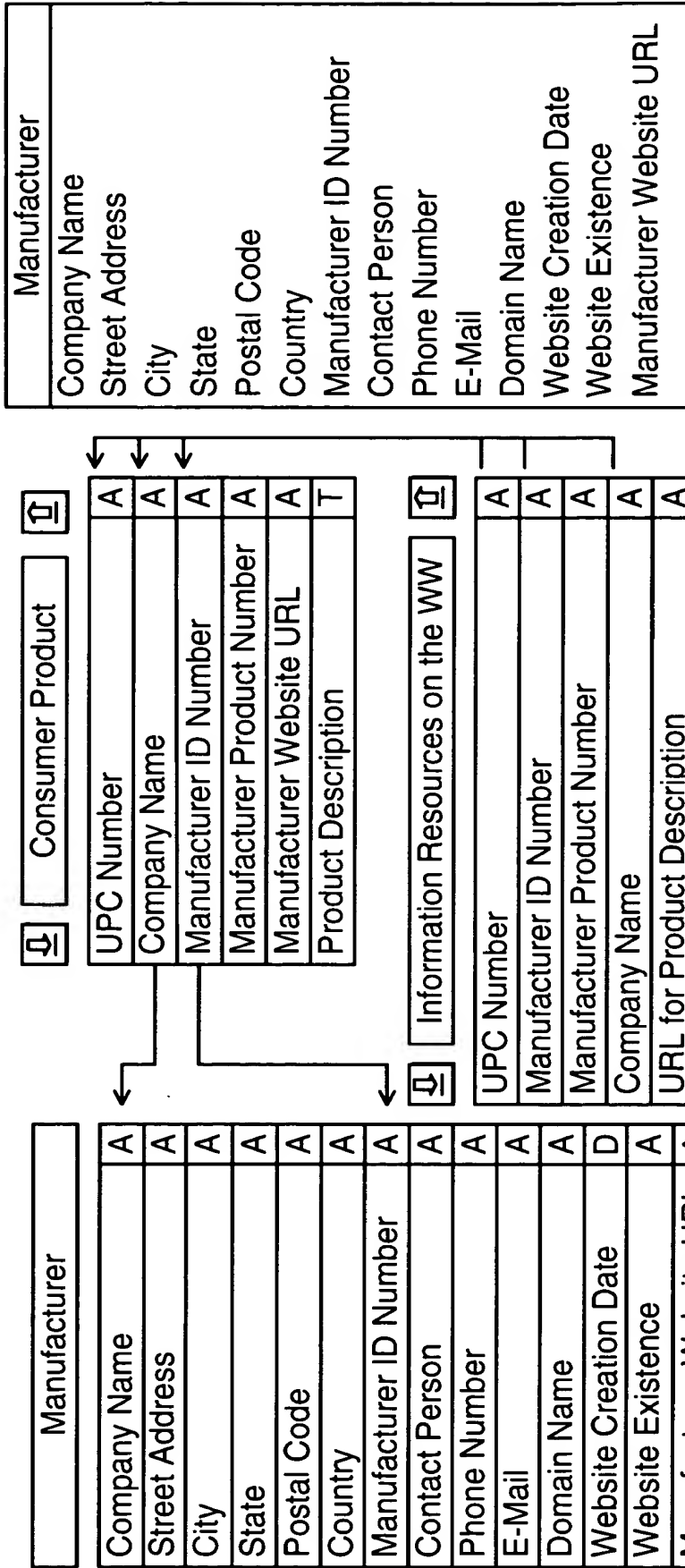


FIG. 4C

FIG. 4C1

Consumer Product
UPC Number
Company Name
Manufacturer ID Number
Manufacturer Product Number
Manufacturer Website URL
Product Description
Primary Trademark
Secondary Trademark
Package Type
UPC Symbol Type
Website Marking on Package
800 Consumer Phone Number

FIG. 4C2

Info. Resources on WWW
UPC Number
Manufacturer ID Number
Manufacturer Product Number
Company Name
URL For Product Description
URL For Product Manual
URL For Warranty Service
URL For WWW Advertisement
URL For WWW Advertisement
URL For WWW Advertisement
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Wholesaler
URL For Product Retailer No.1
URL For Product Retailer No.2
URL For Product Retailer No.3
URL For Direct Product Purchase
URL For Complementary Product
URL For Complementary Product
URL For Complementary Product
URL For Company Annual Report
URL For Company Stock Purchase

FIG. 4C3



RETAILER
Company Name
Street Address
City
State
Postal Code
Country
Manufacturer ID Number
Contact Person
Phone Number
E-Mail
Domain Name
Website Creation Date
Website Existence
Manufacturer Website URL
Manufacturer No. 1
Manufacturer No. 2
Manufacturer No. 3
Manufacturer No. 4
Manufacturer No. 5
Manufacturer No. 6
Manufacturer No. 7
Manufacturer No. 8
Manufacturer No. 9
Manufacturer No. 10
⋮
Manufacturer No. N

FIG. 4D

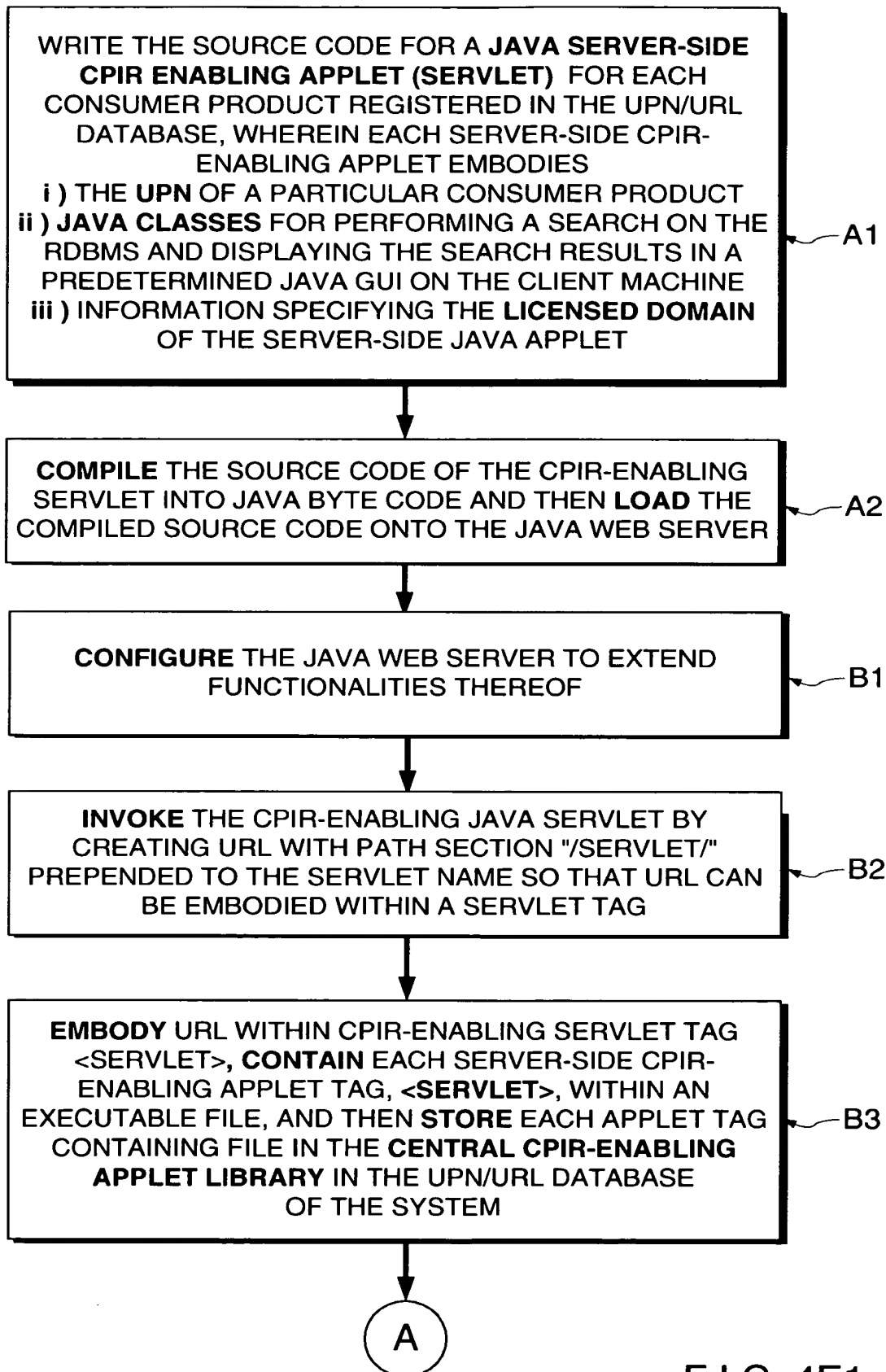


FIG. 4E1

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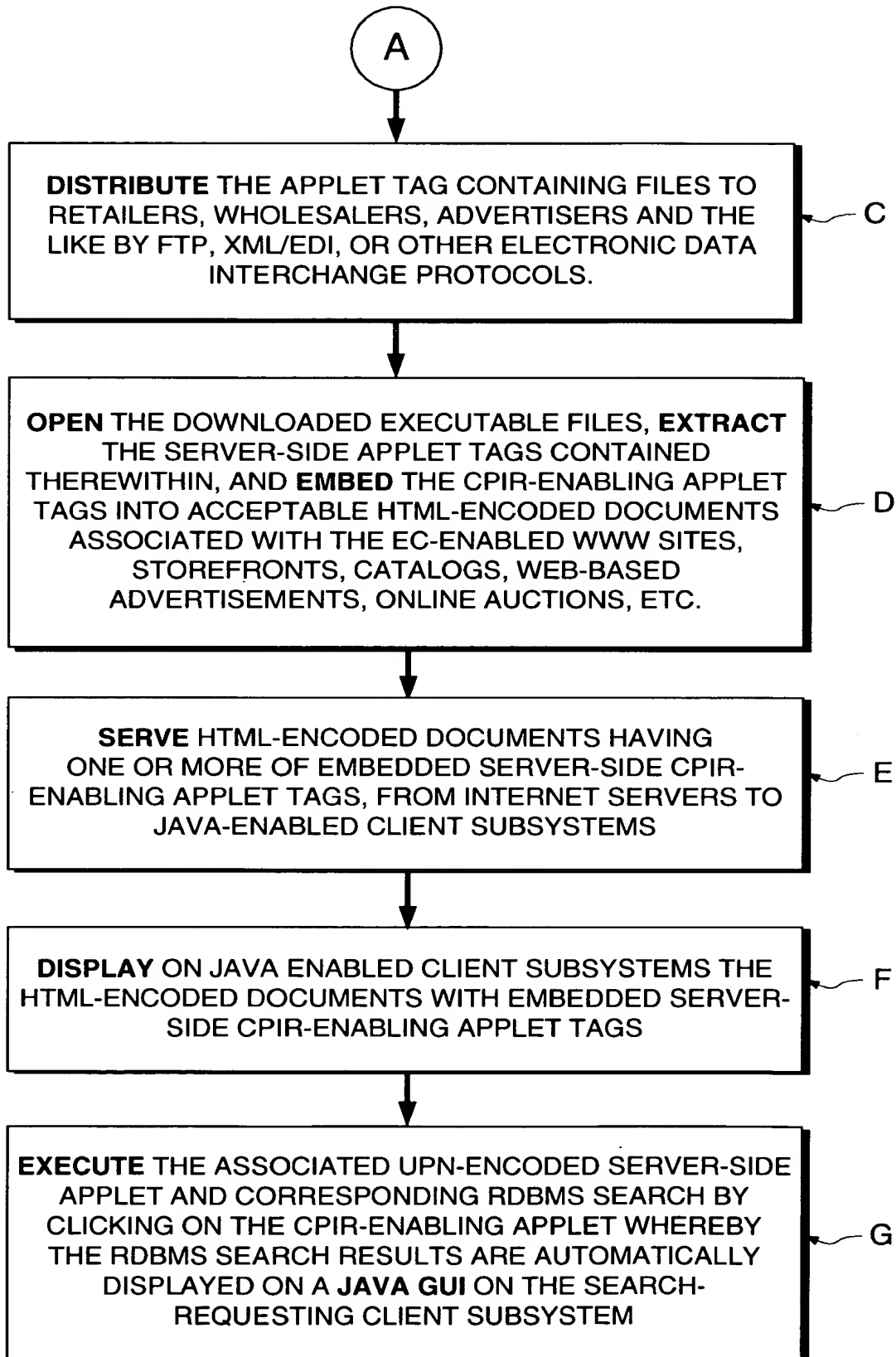


FIG. 4E2

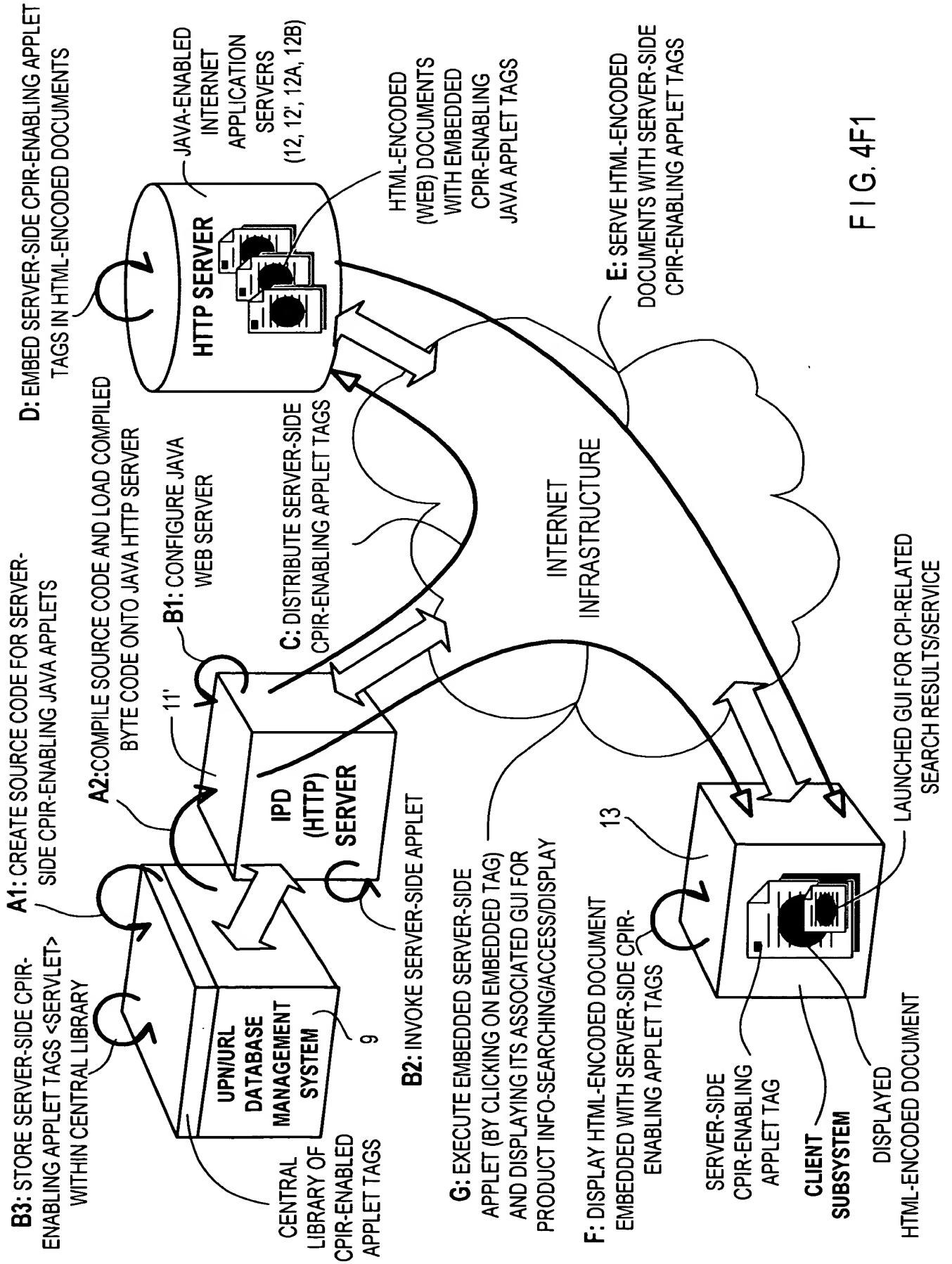
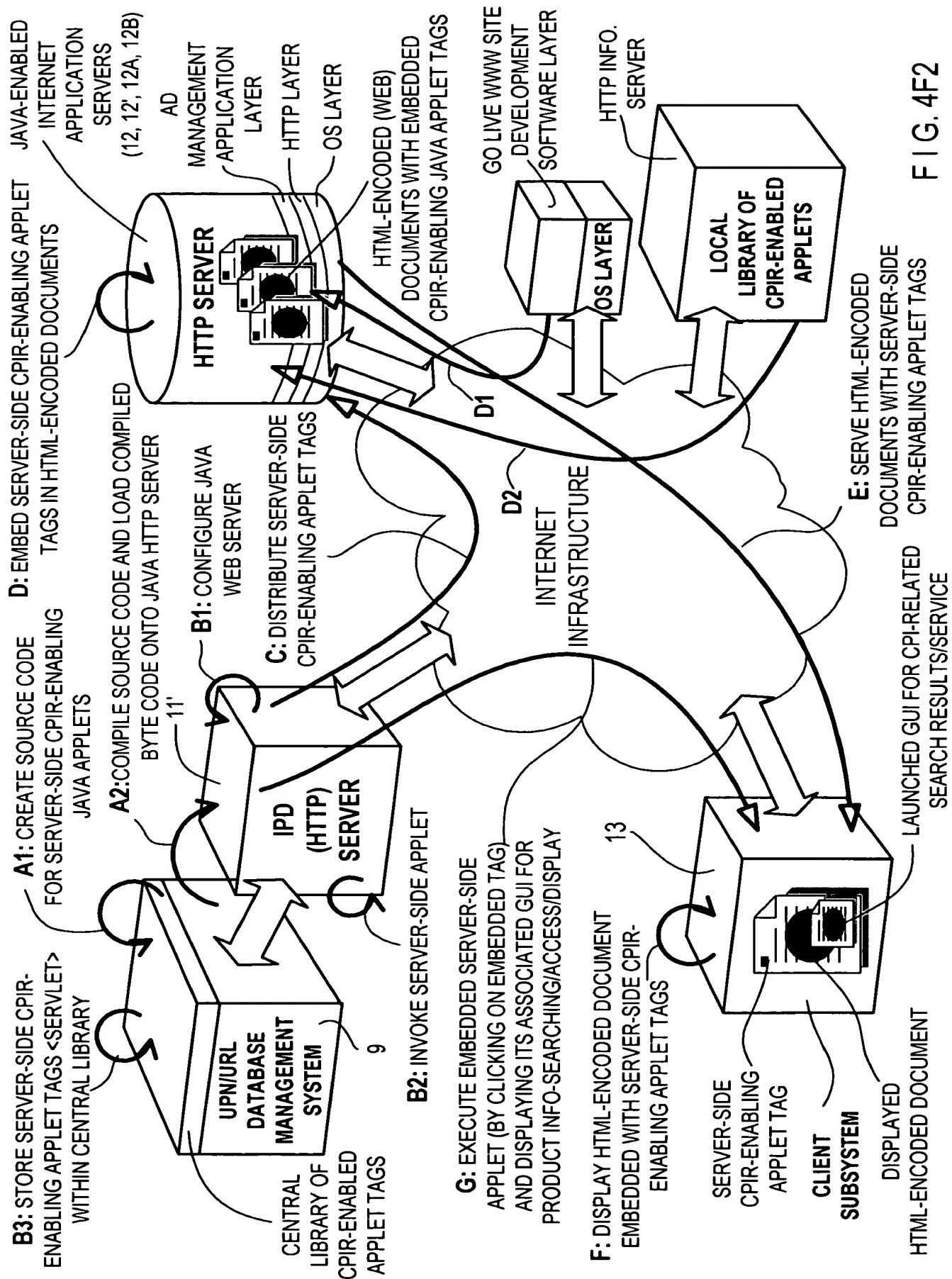


FIG. 4F1



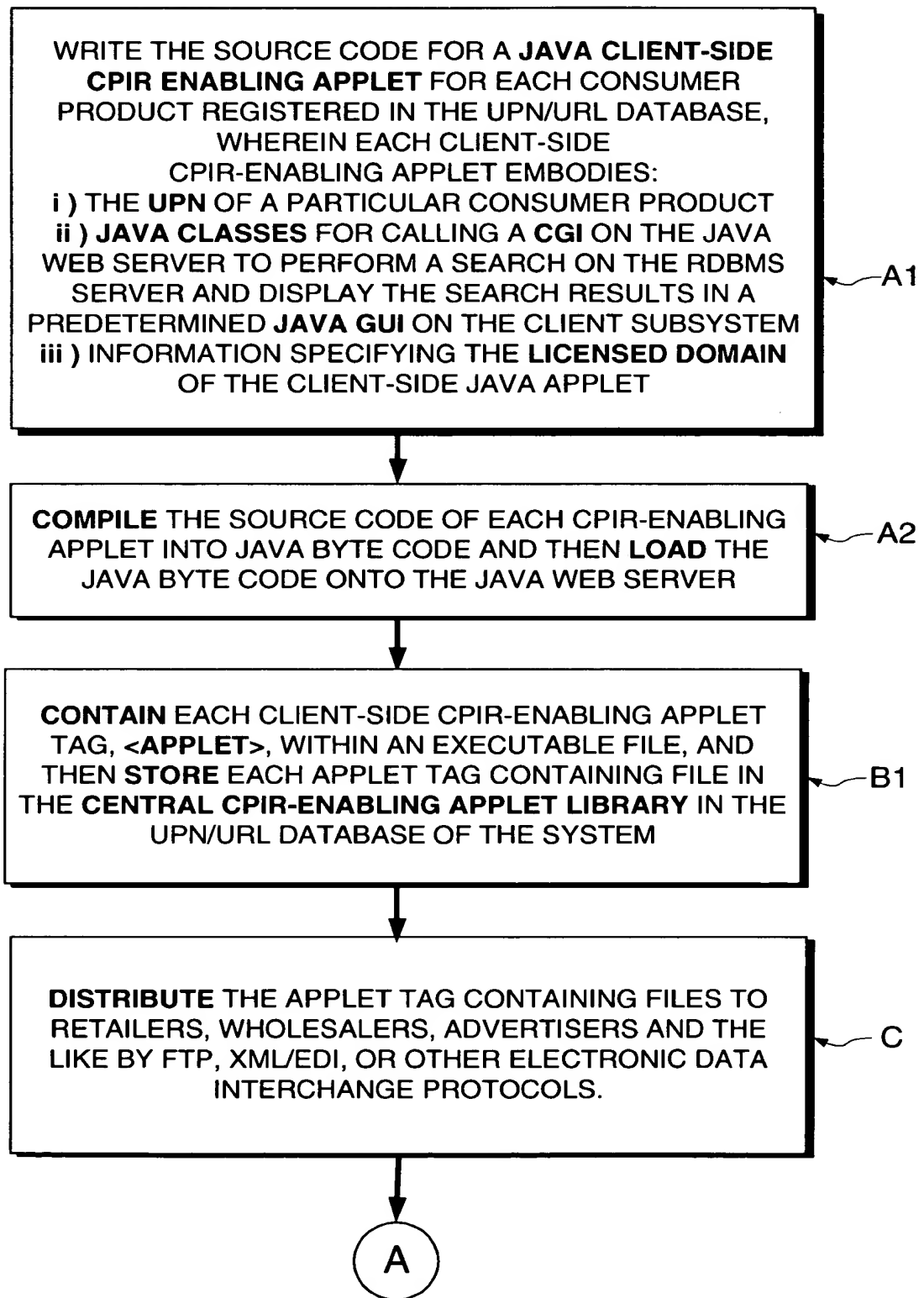


FIG. 4G1

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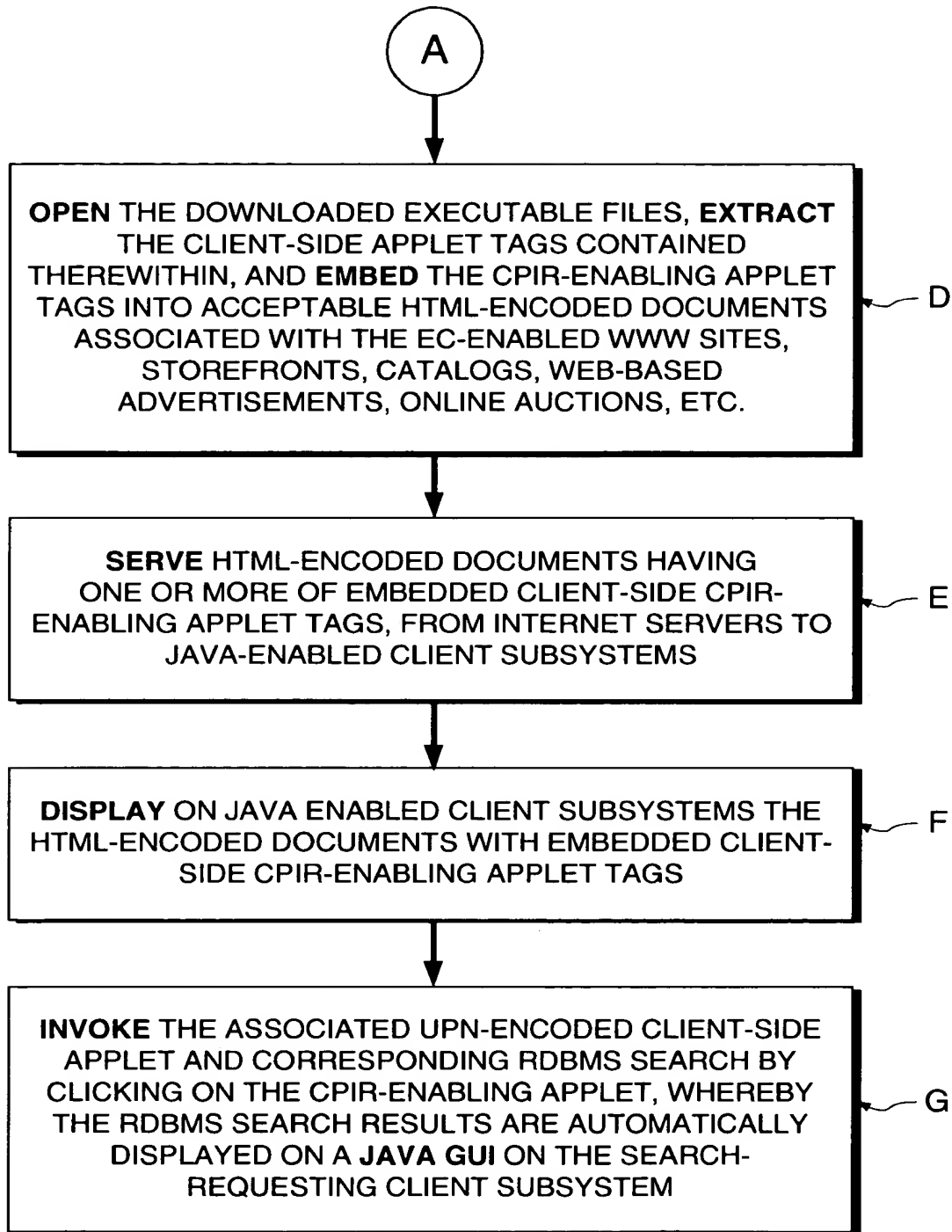
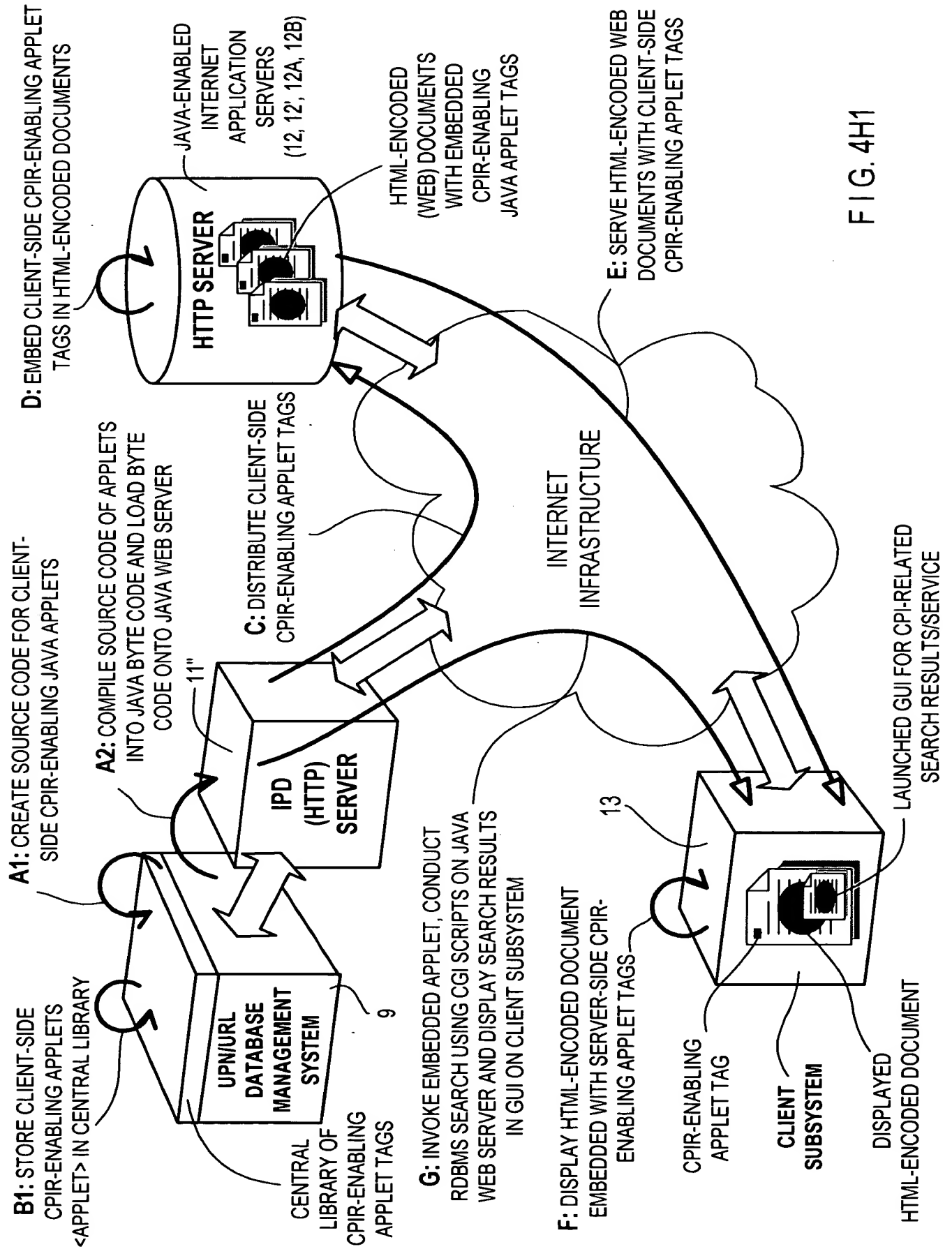
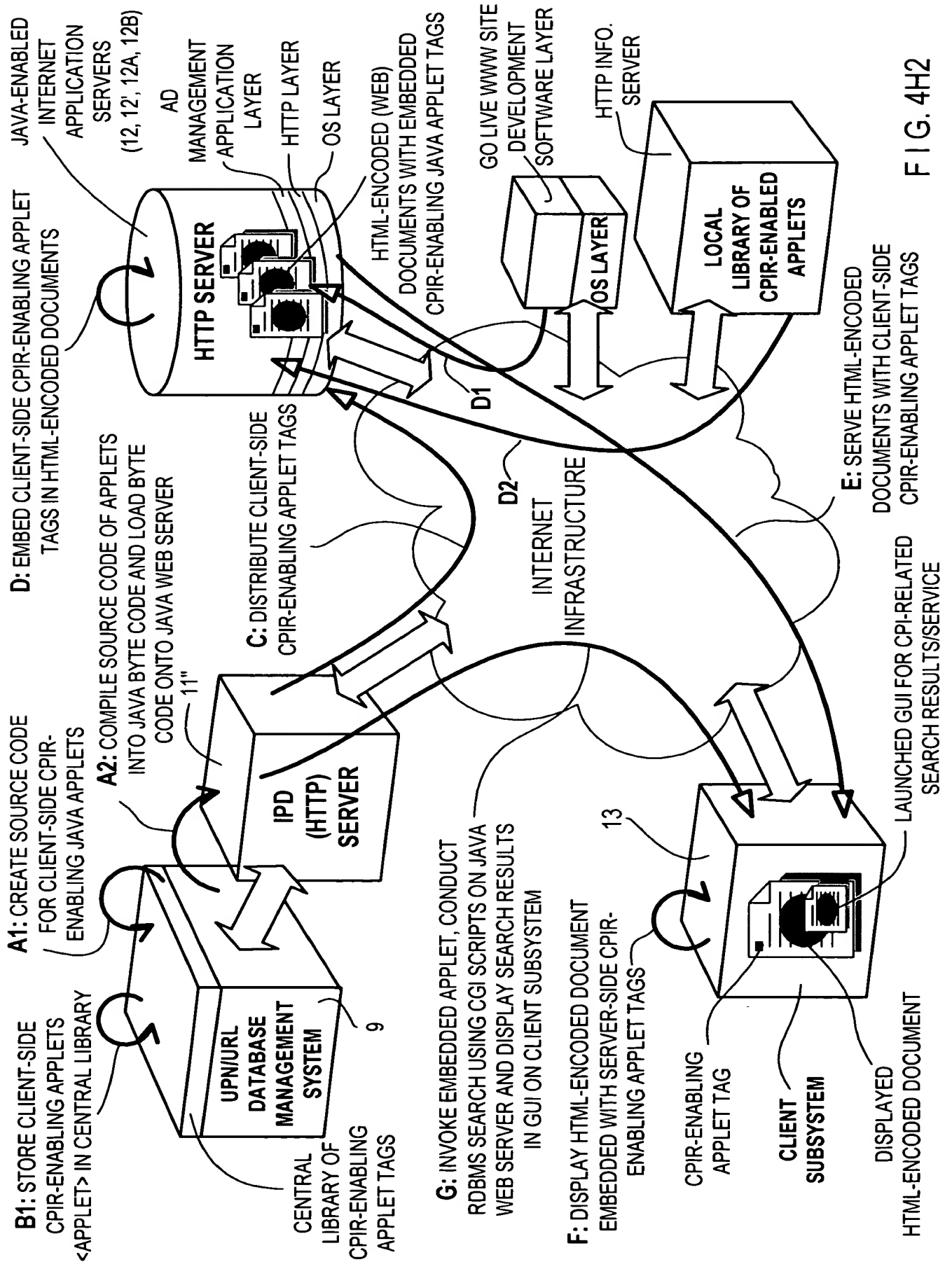


FIG. 4G2







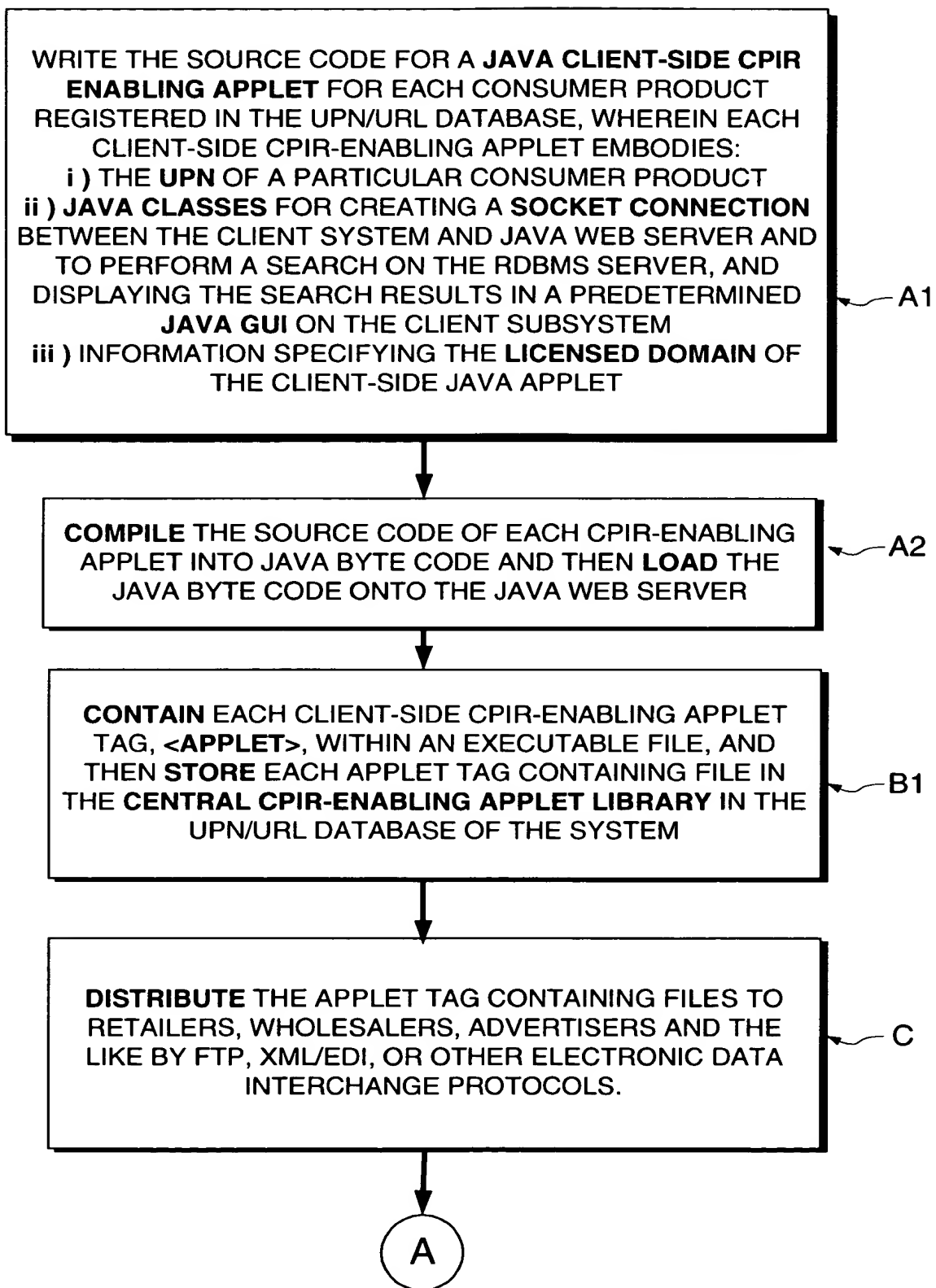
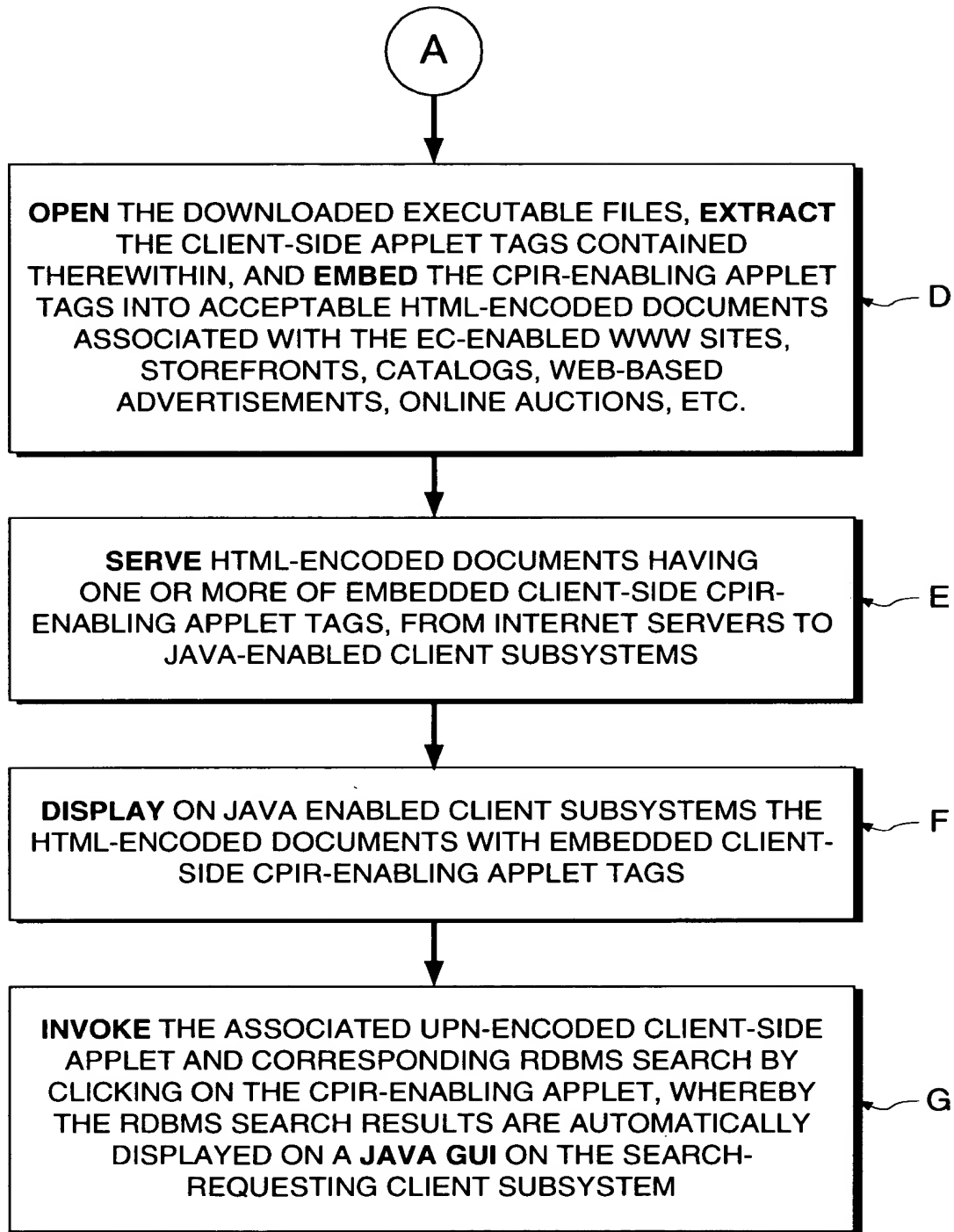


FIG. 411

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F I G. 412

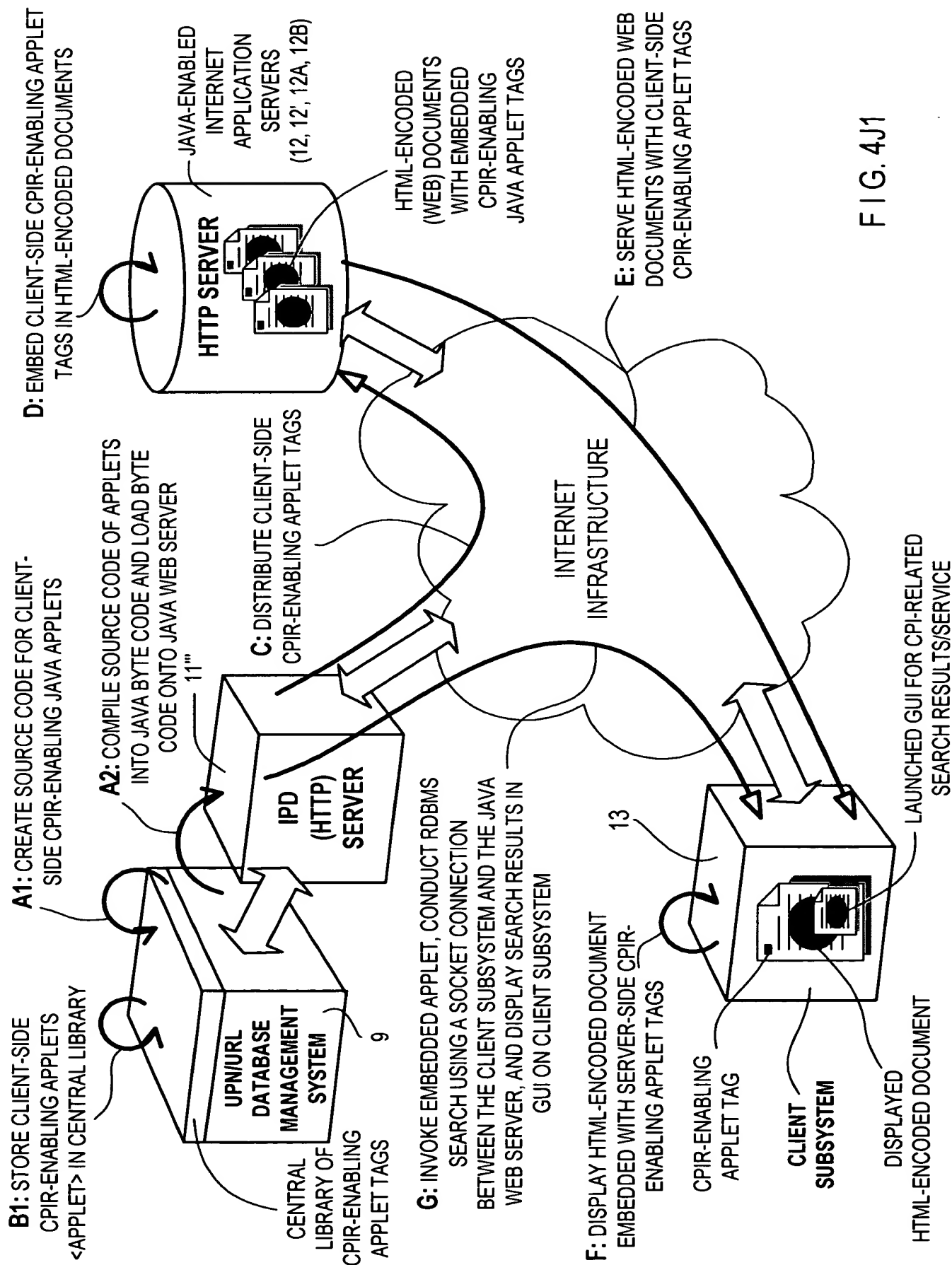


FIG. 4J1

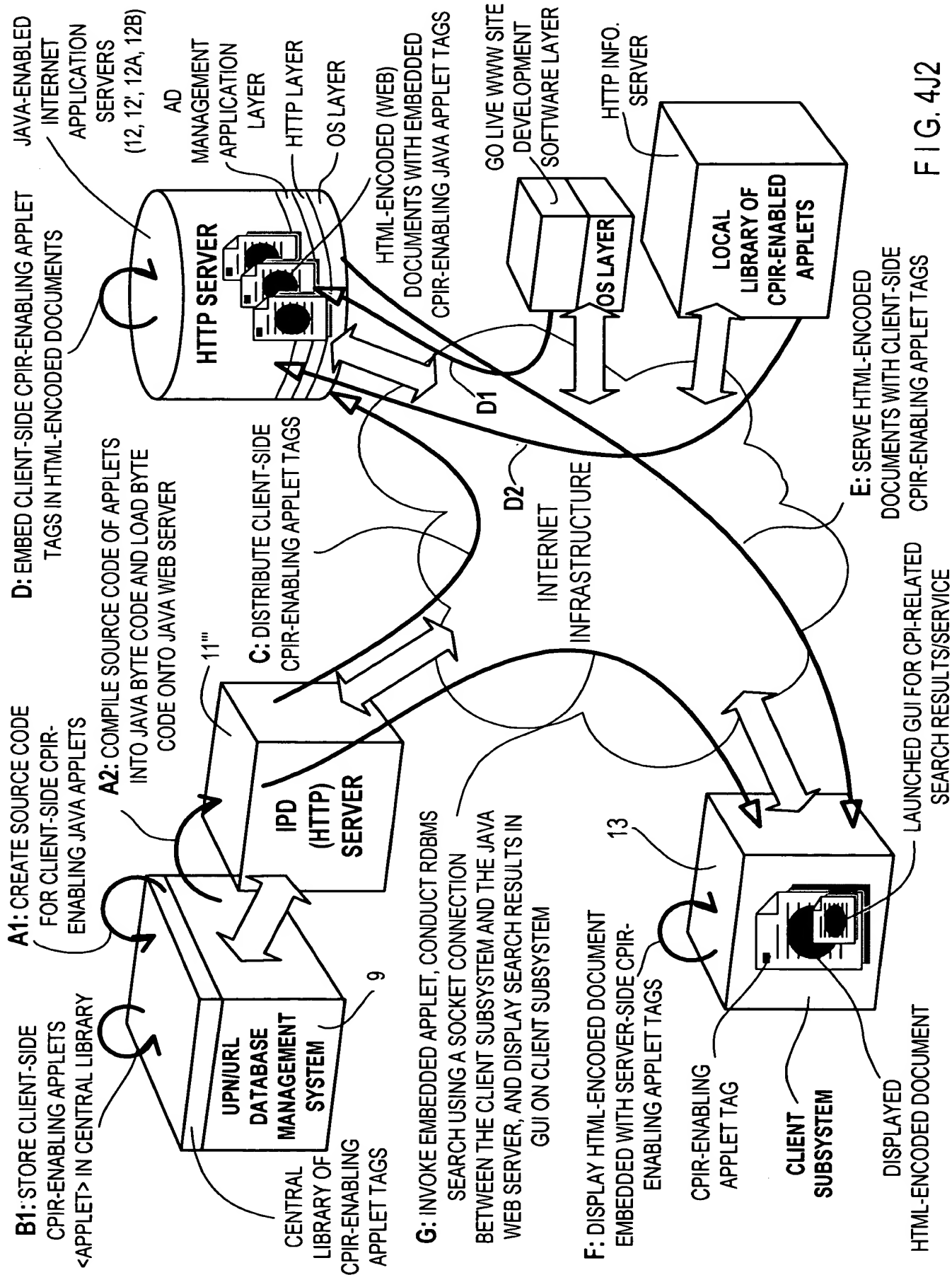


FIG. 4J2

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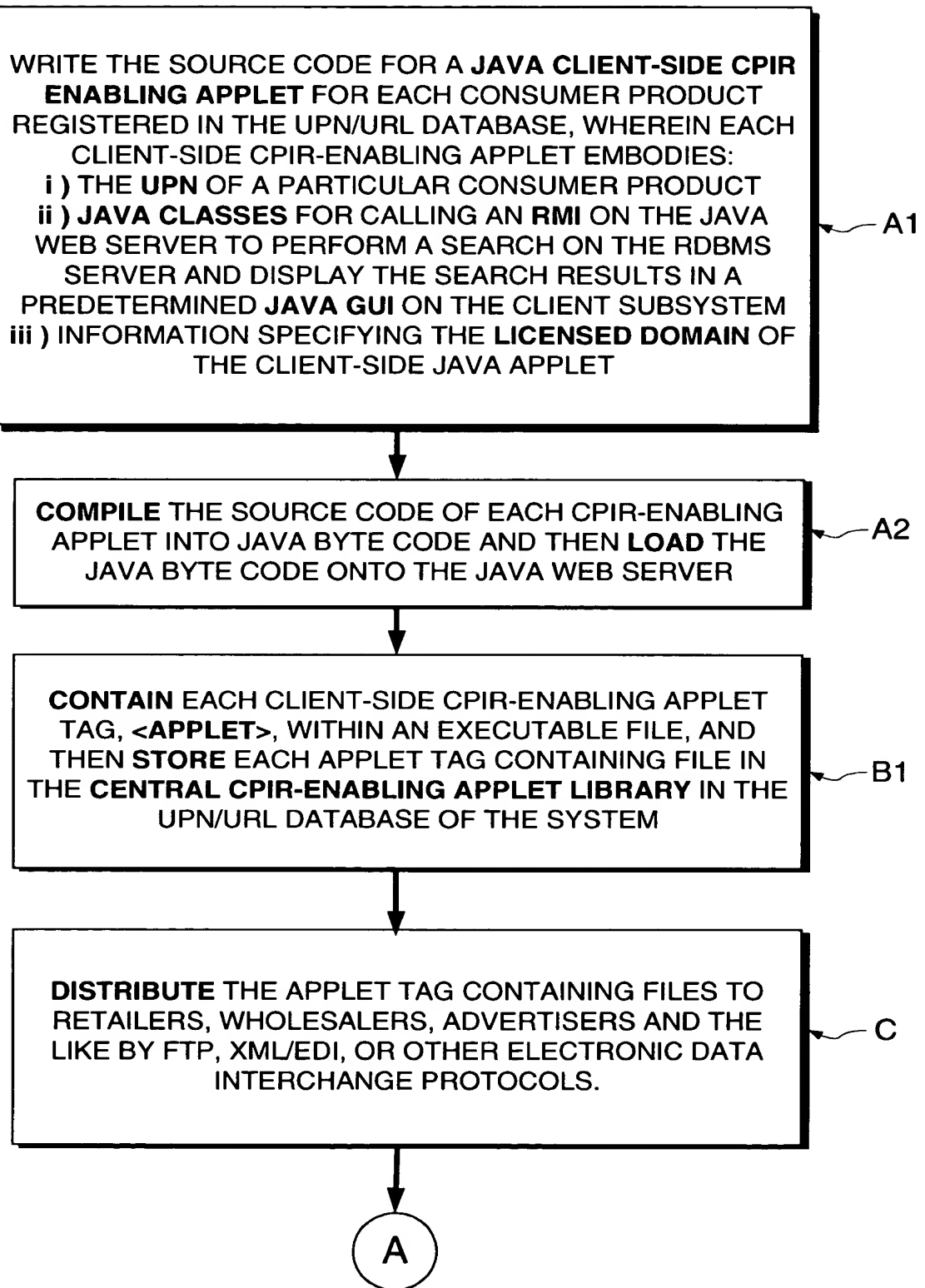


FIG. 4K1

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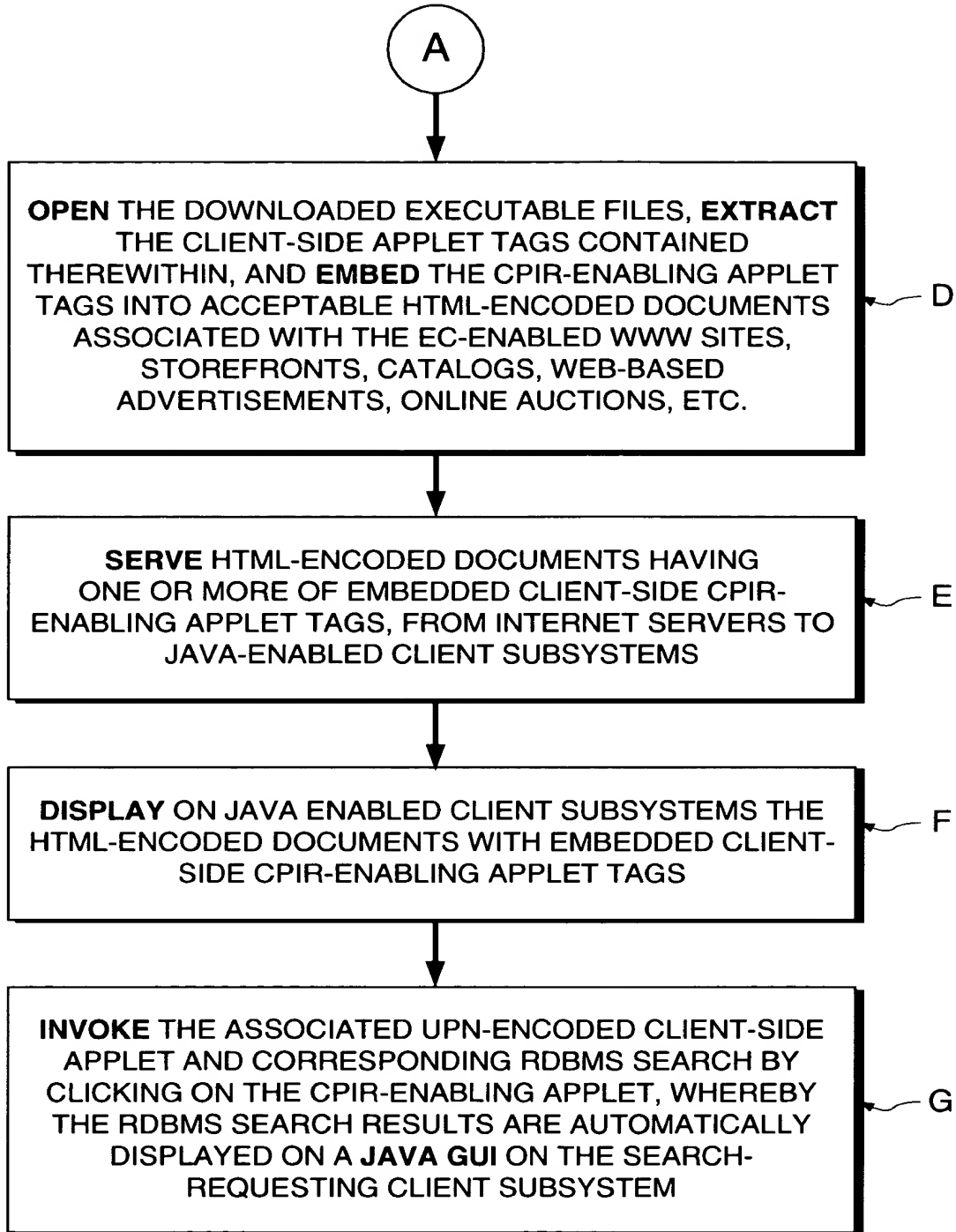


FIG. 4K2

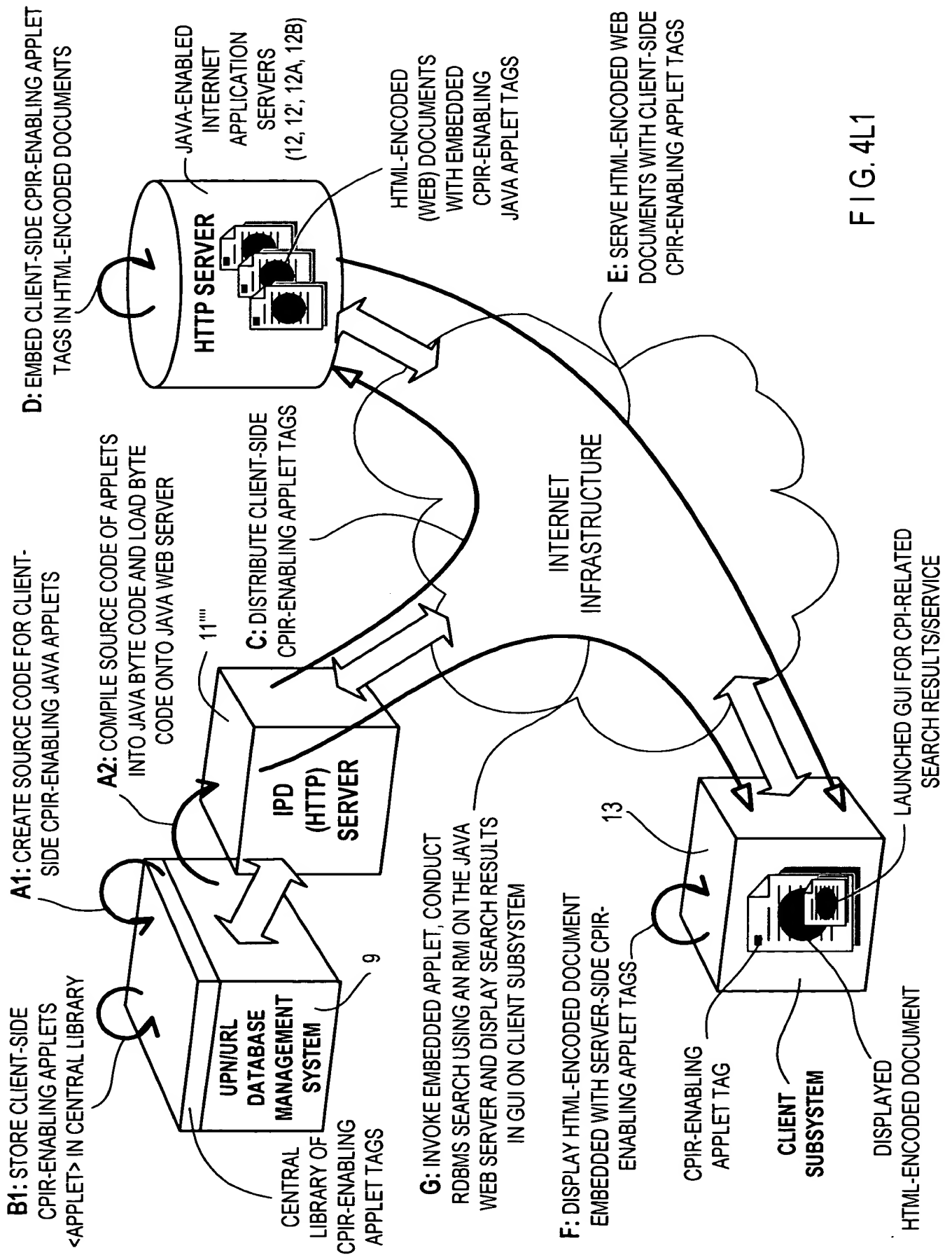


FIG. 4L1



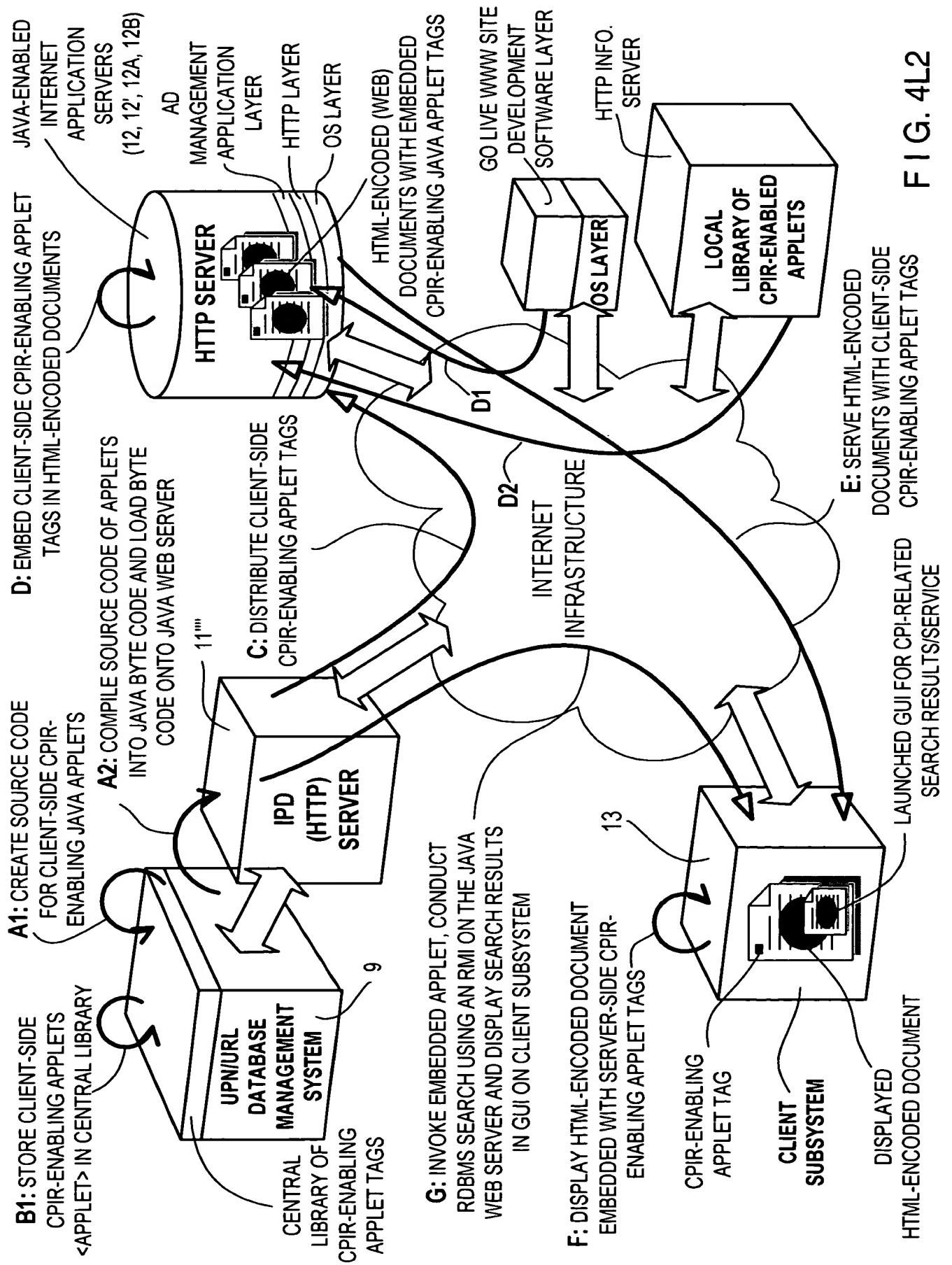


FIG. 4L2

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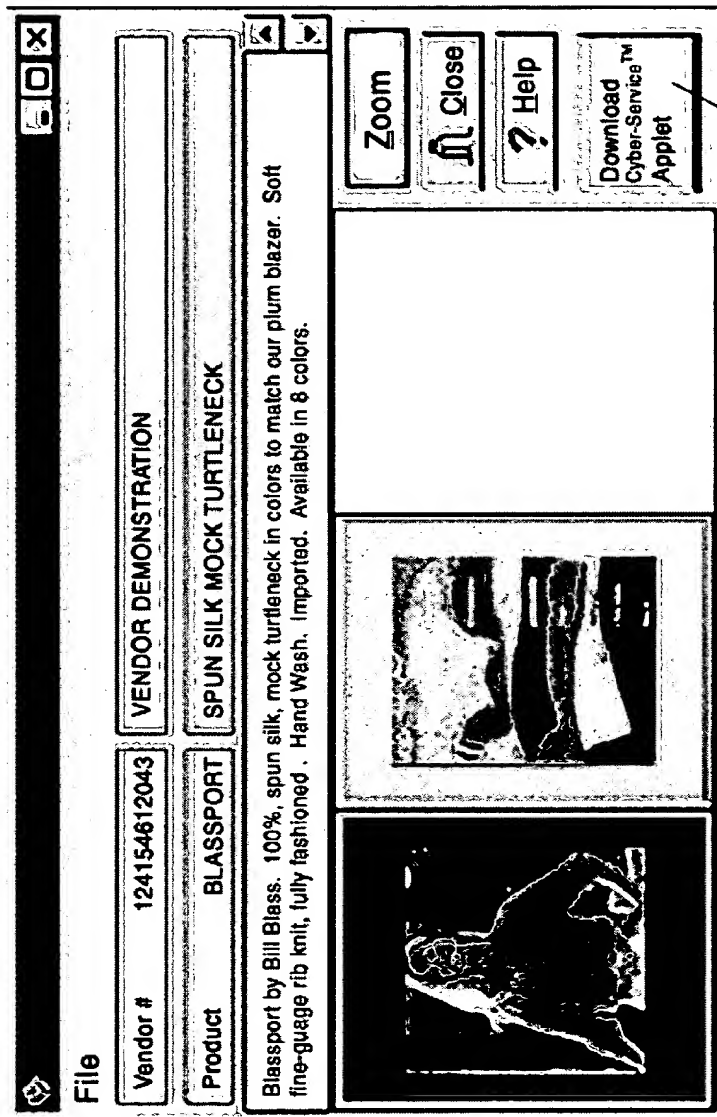
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FIG. 4M1

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FIG. 4M2

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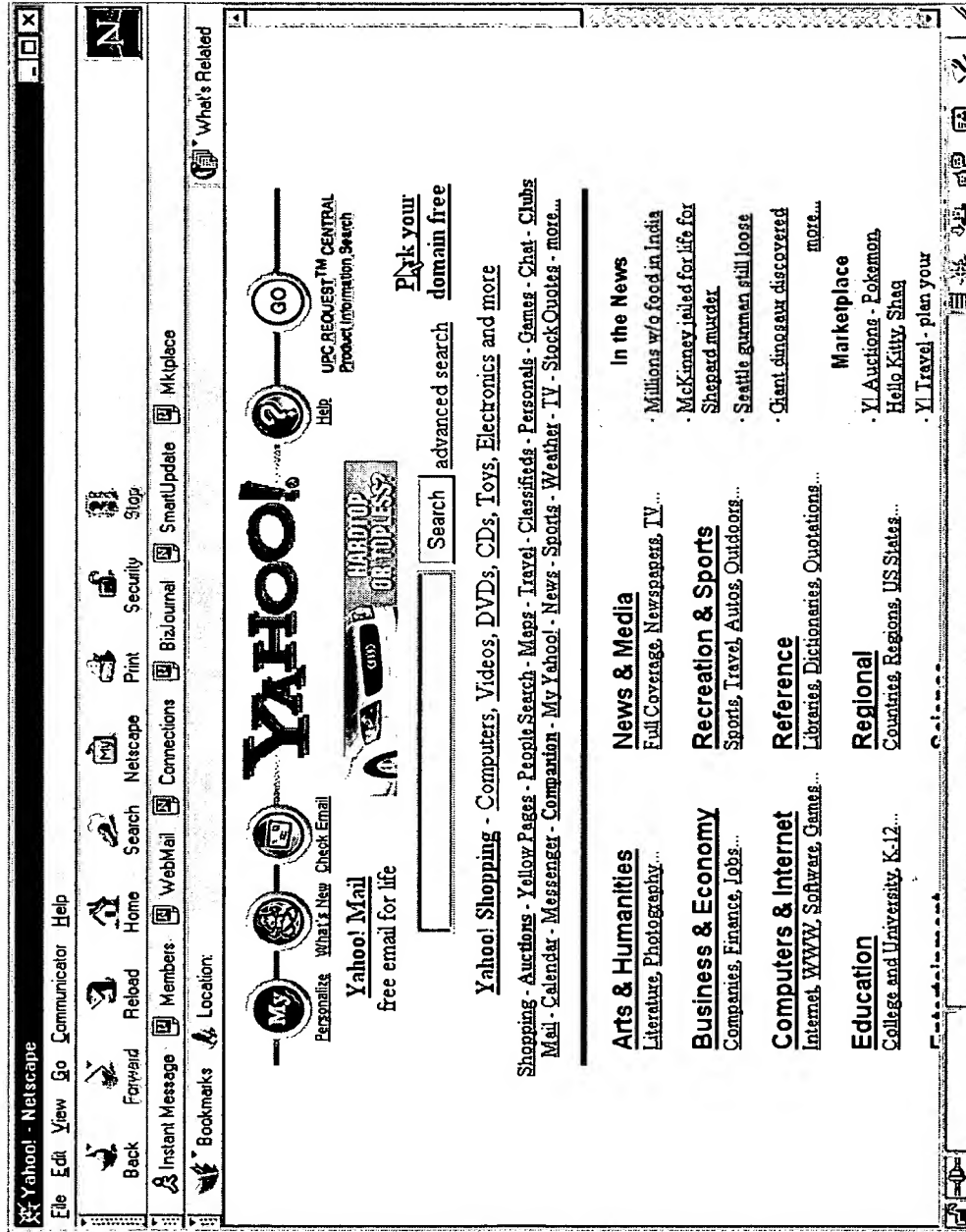


FIG. 4N1

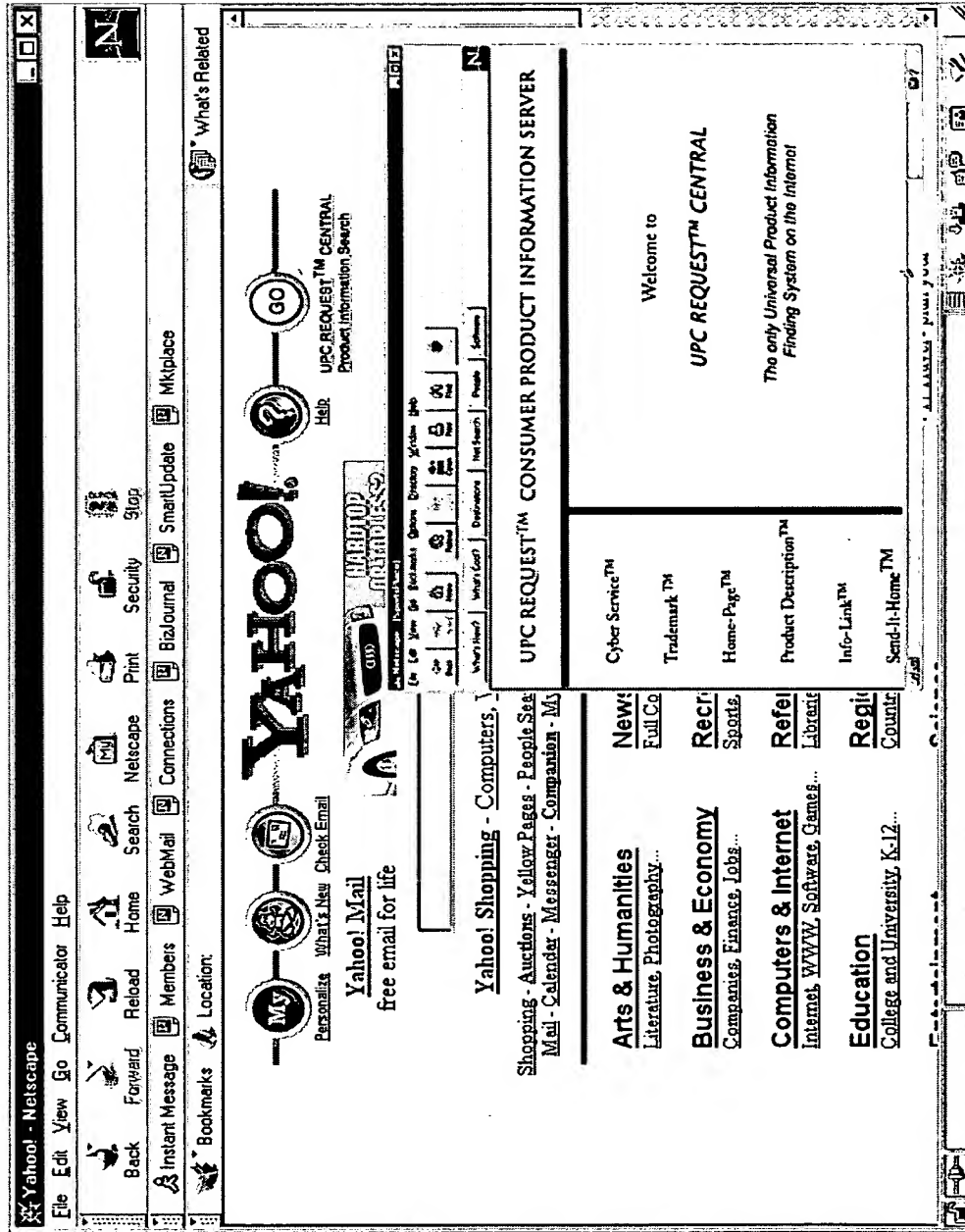


FIG. 4N2

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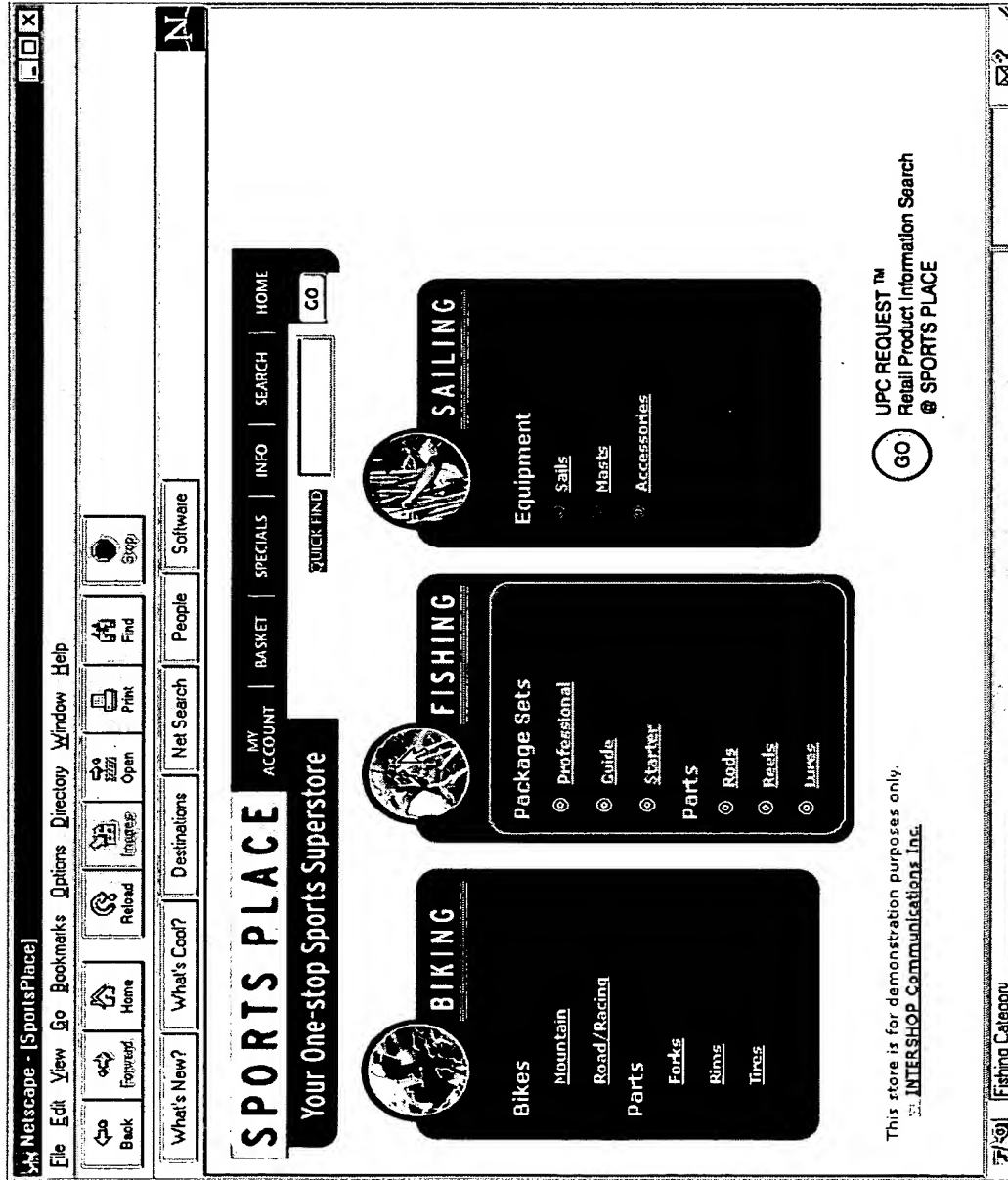


FIG. 401

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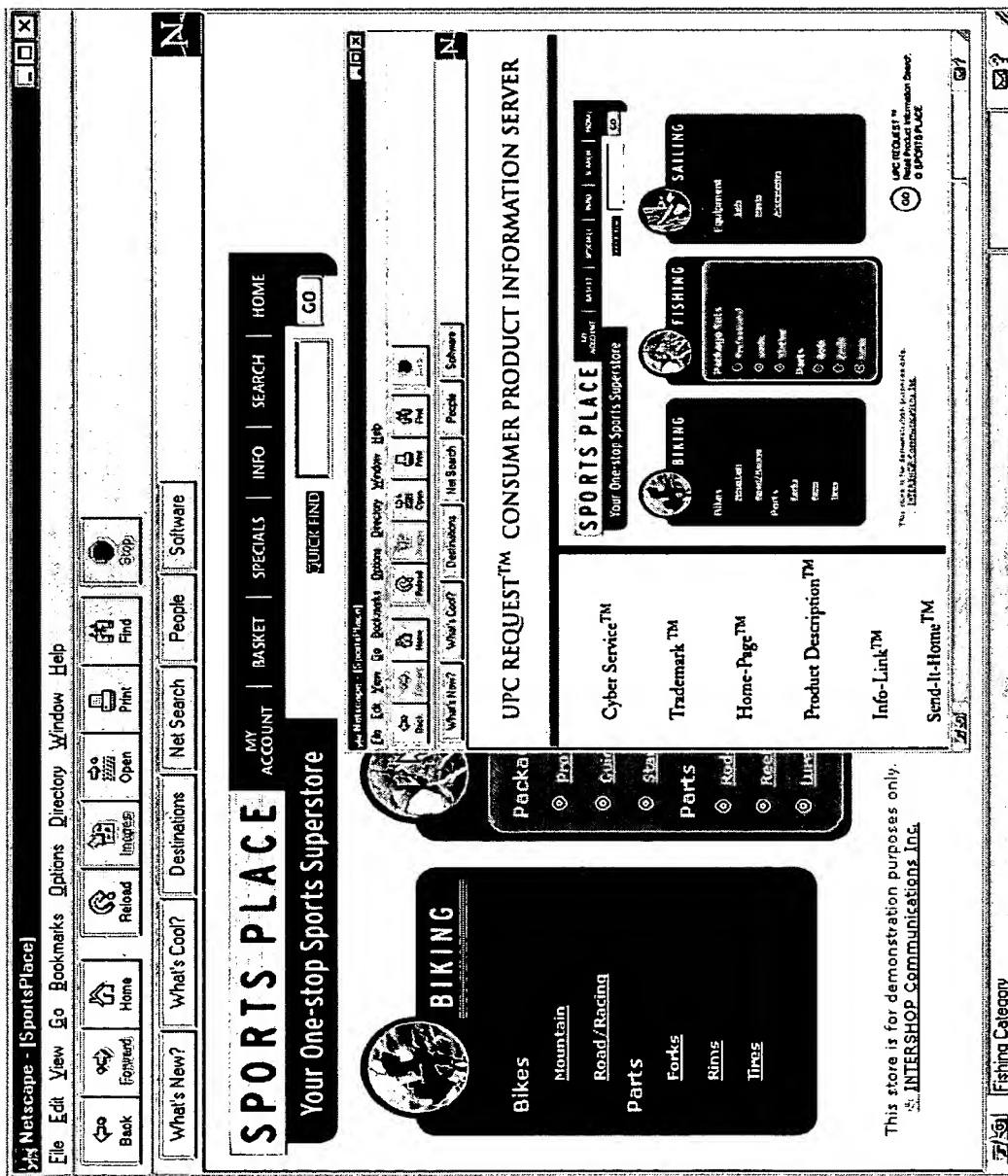


FIG. 402

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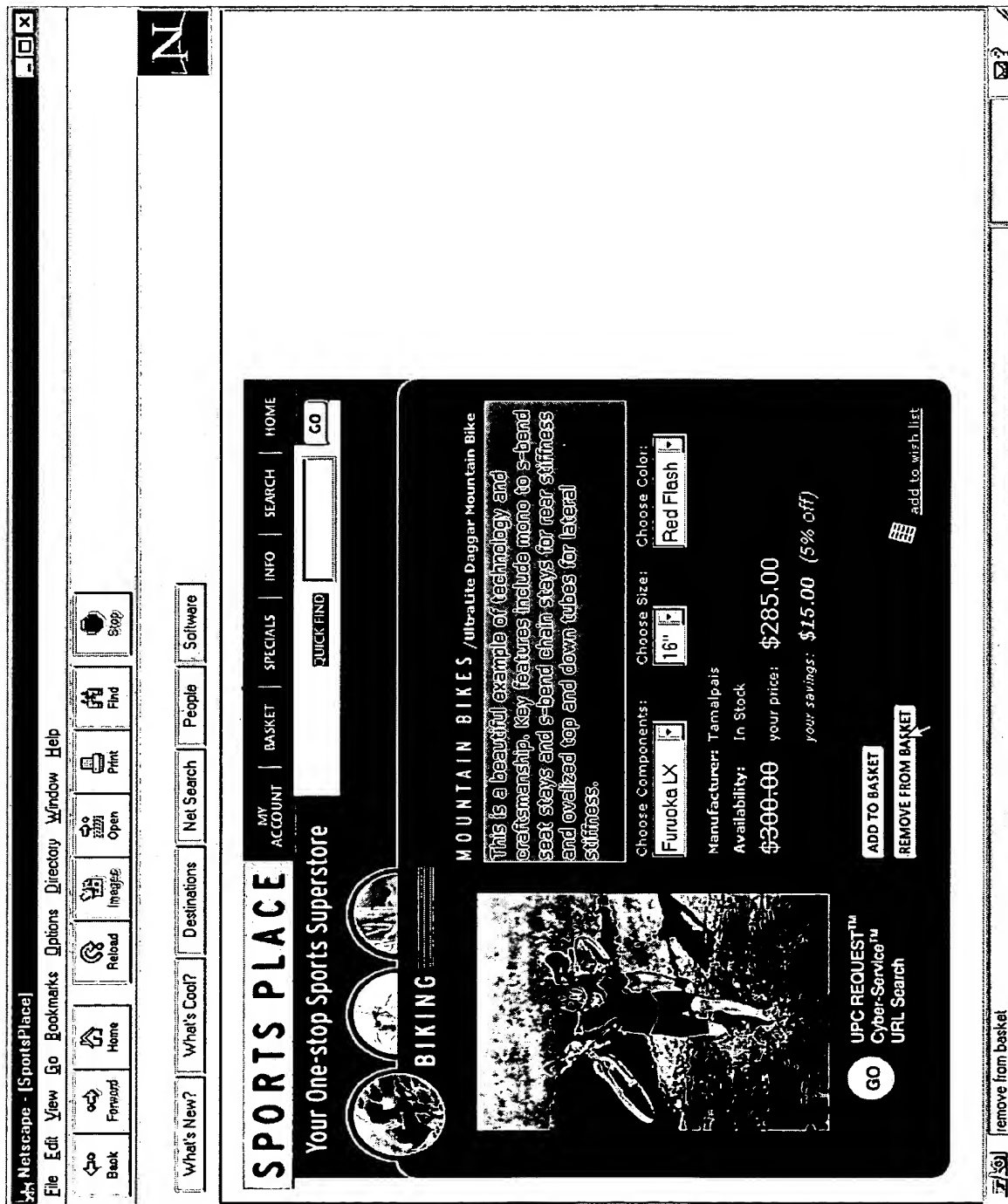


FIG. 4P1



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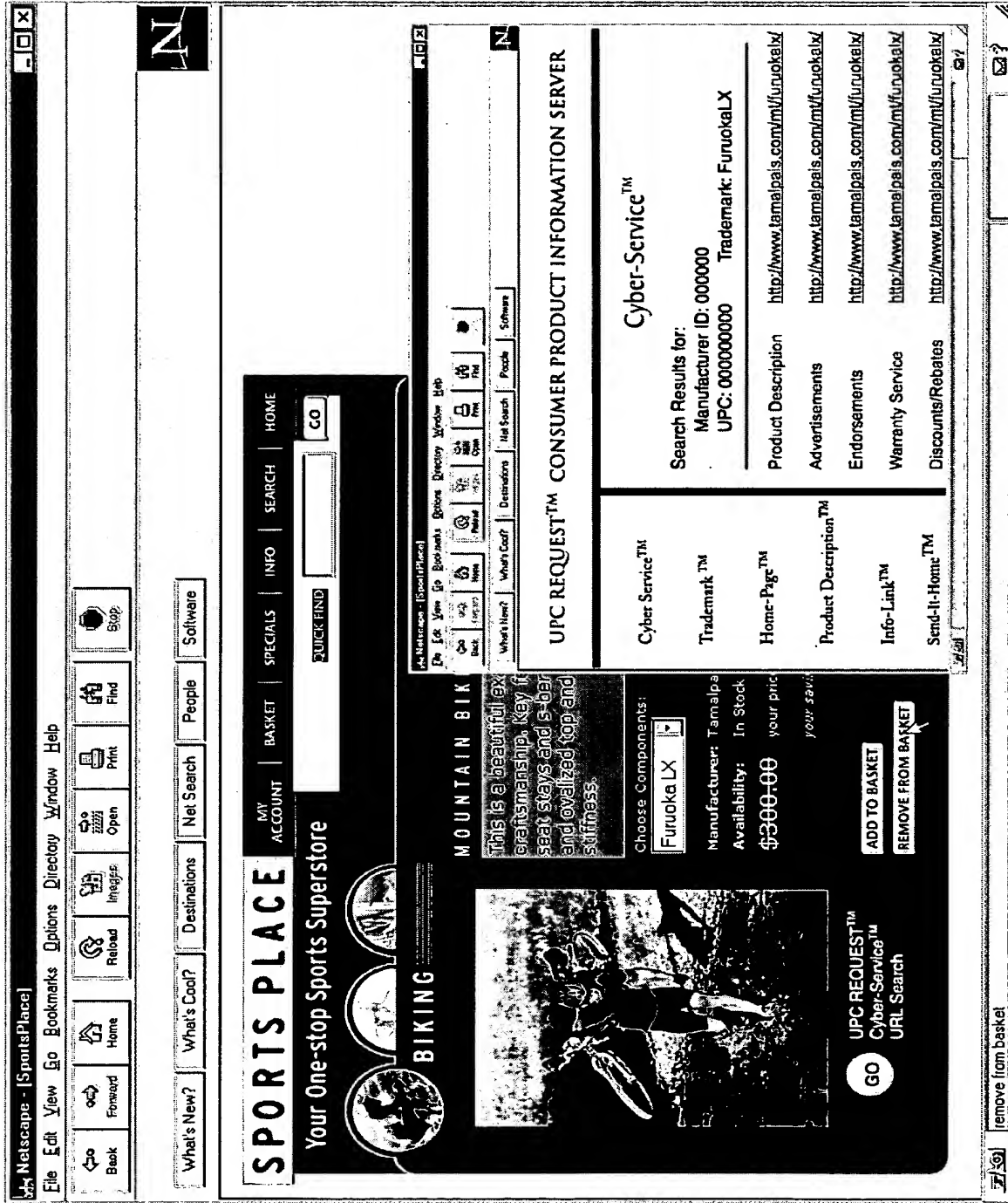


FIG. 4P2

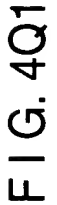


FIG. 4Q1

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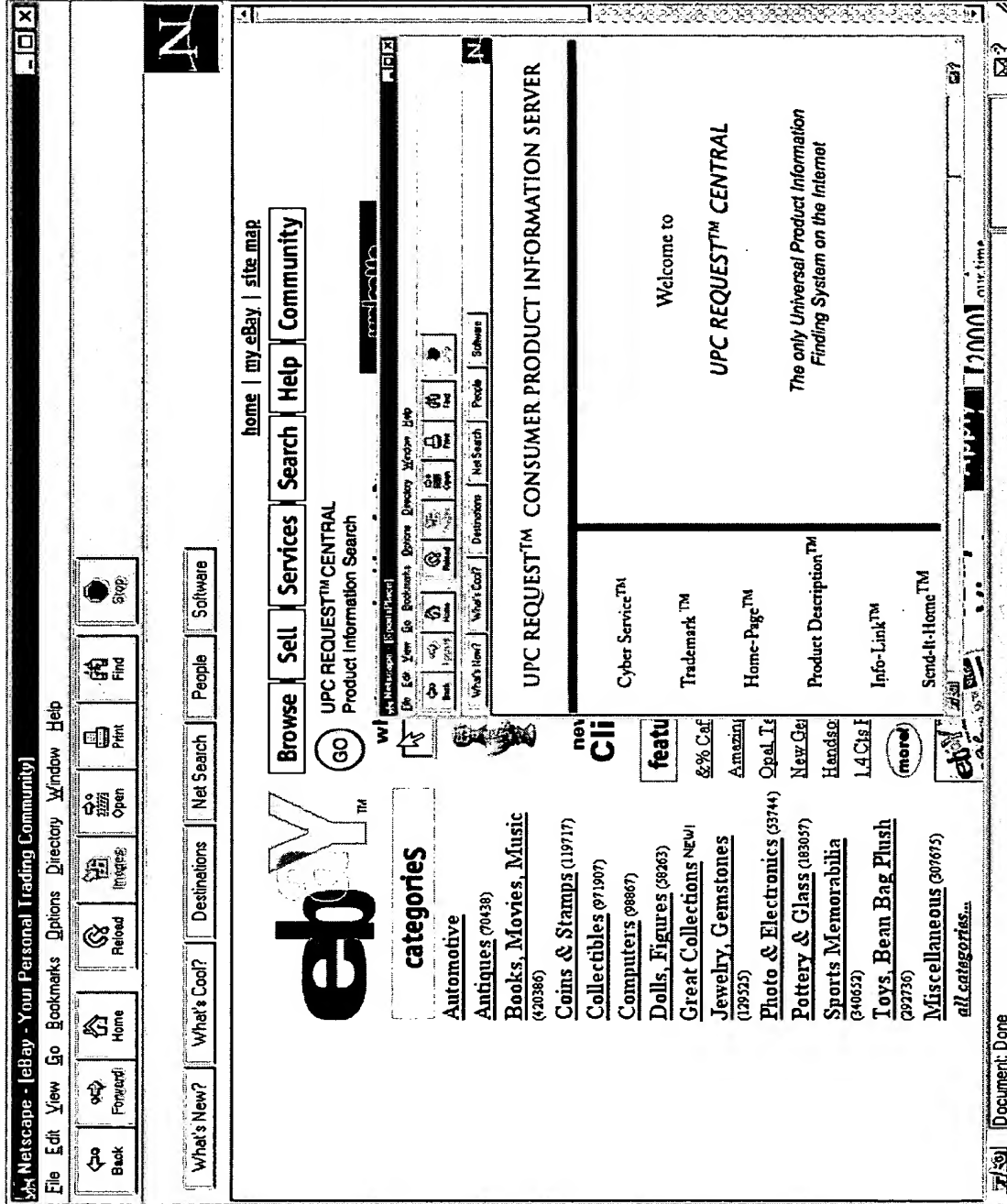


FIG. 4Q2

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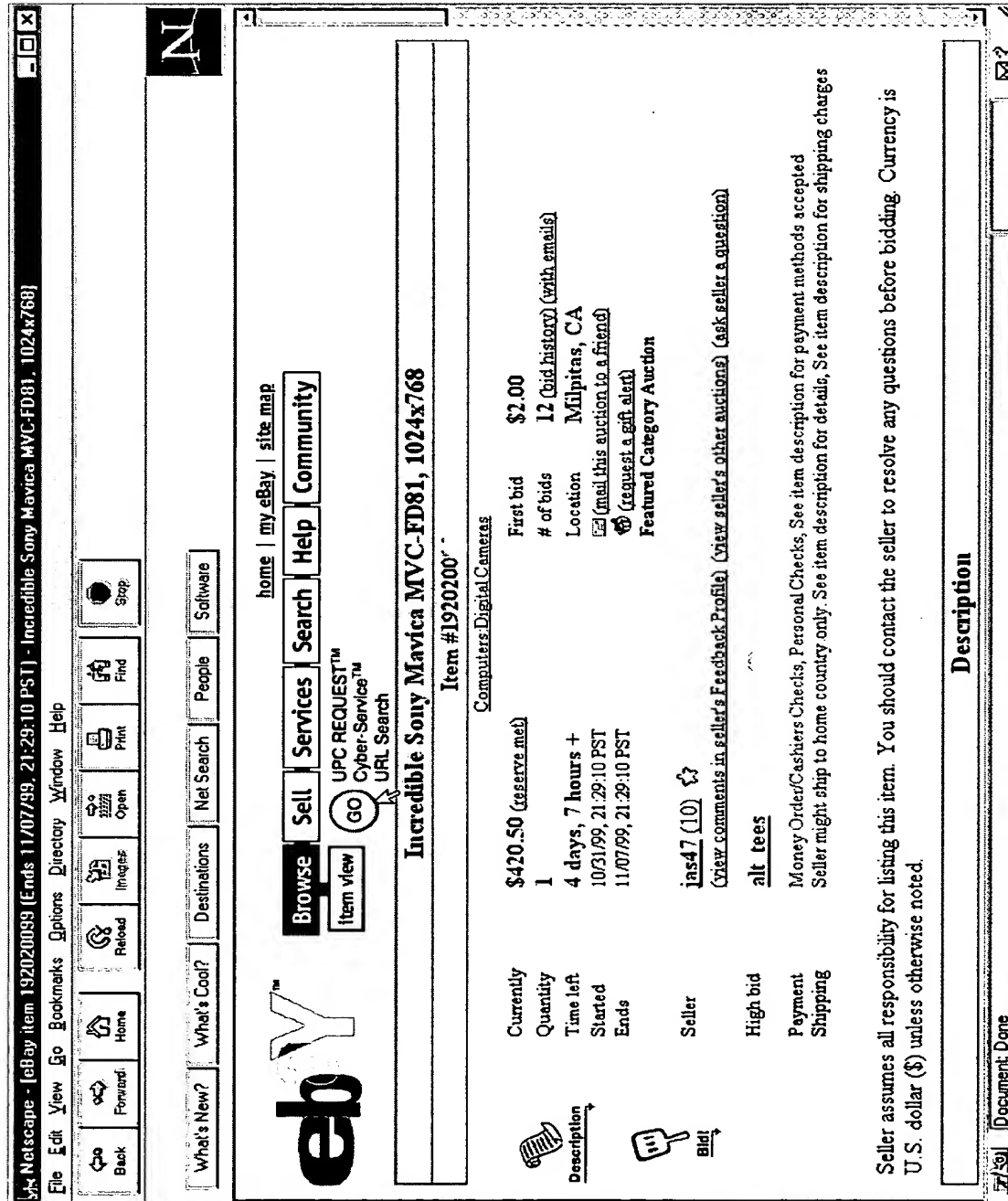


FIG. 4R1

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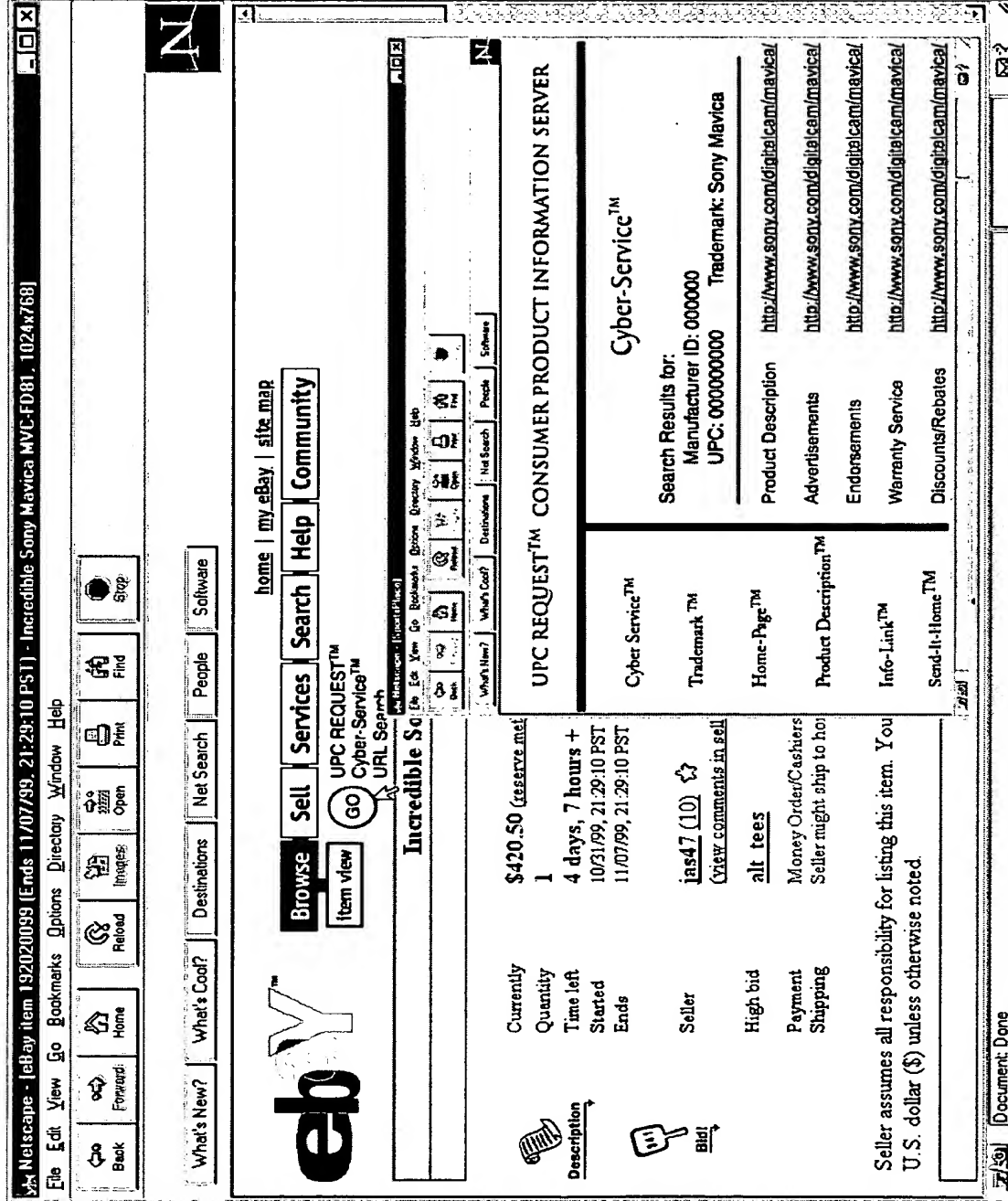


FIG. 4R2

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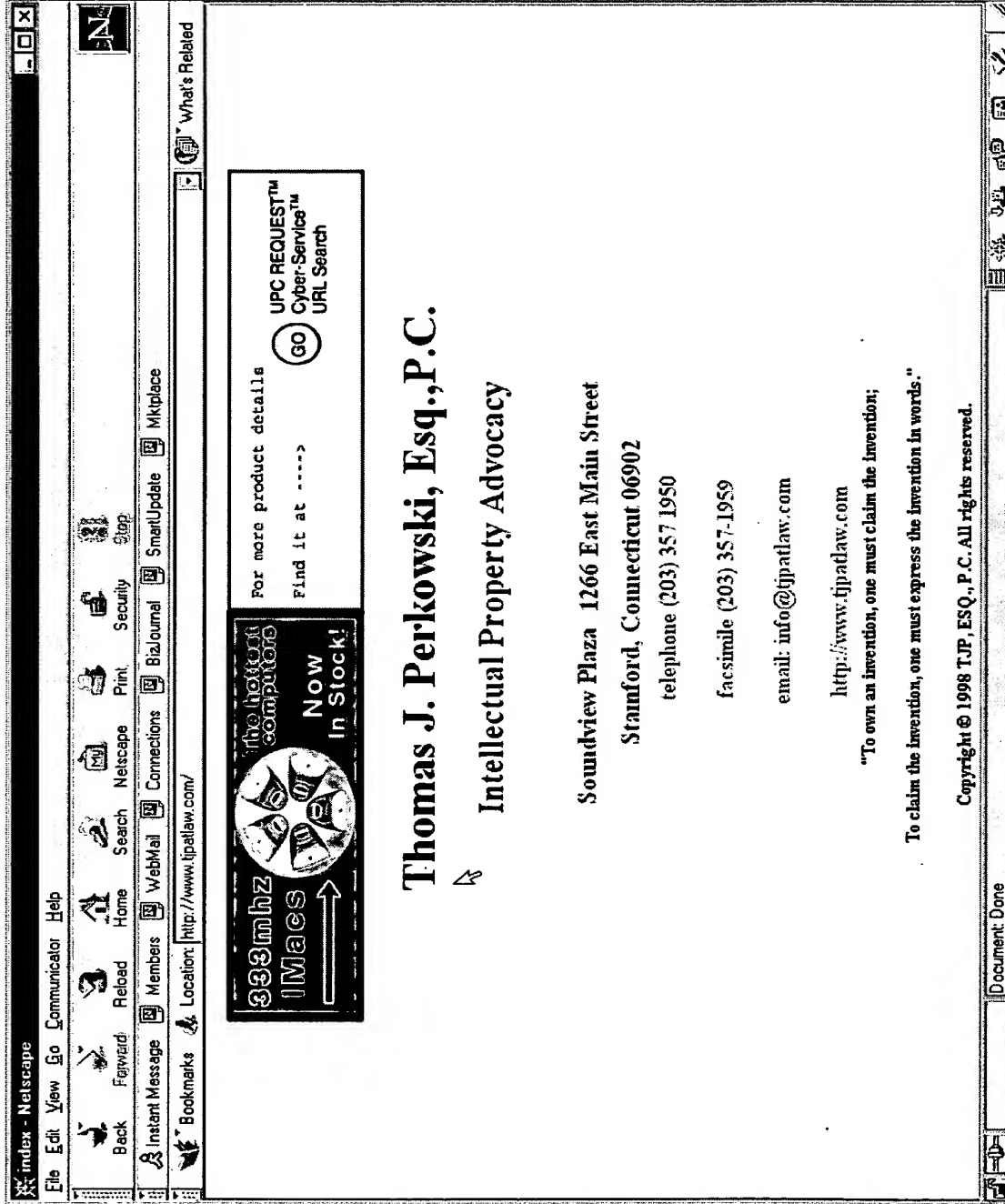
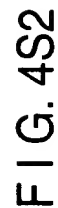


FIG. 4S1



**FIG. 4S2**

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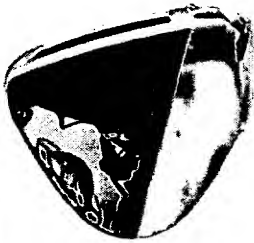

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FIG. 4S3



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**PROCTER & GAMBLE CO (PG)** November 19, 1999 4:29 PM EST  
Closing price, NYSE

Trade Quote News Chart Profile BuySellHold Insiders Technical Options

Price	110 <sup>1</sup> / <sub>2</sub>	Change	0 (0)	Discuss	Set Alert
Bid	108	Ask	112		
Bid Size	100	Ask Size	100		
Volume	0	Tick			
Dayrange	108 <sup>1</sup> / <sub>4</sub> - 110 <sup>1</sup> / <sub>16</sub>	Open	109 <sup>5</sup> / <sub>16</sub>		
EPS	2.59	P/E	42.66		
52WK HI	109 <sup>13</sup> / <sub>16</sub>	(11/17/1999)	52WK LO	82 (1/26/1999)	

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Trade Quote INE

Quote Style: Price 110 1/2 Bid 108 Bid Size 100 Volume 0 Day range 108 1/2 EPS 2.59 52WK HI 109 13/4

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FIG. 4T2

MANUFACTURER / PRODUCT REGISTRATION MODE

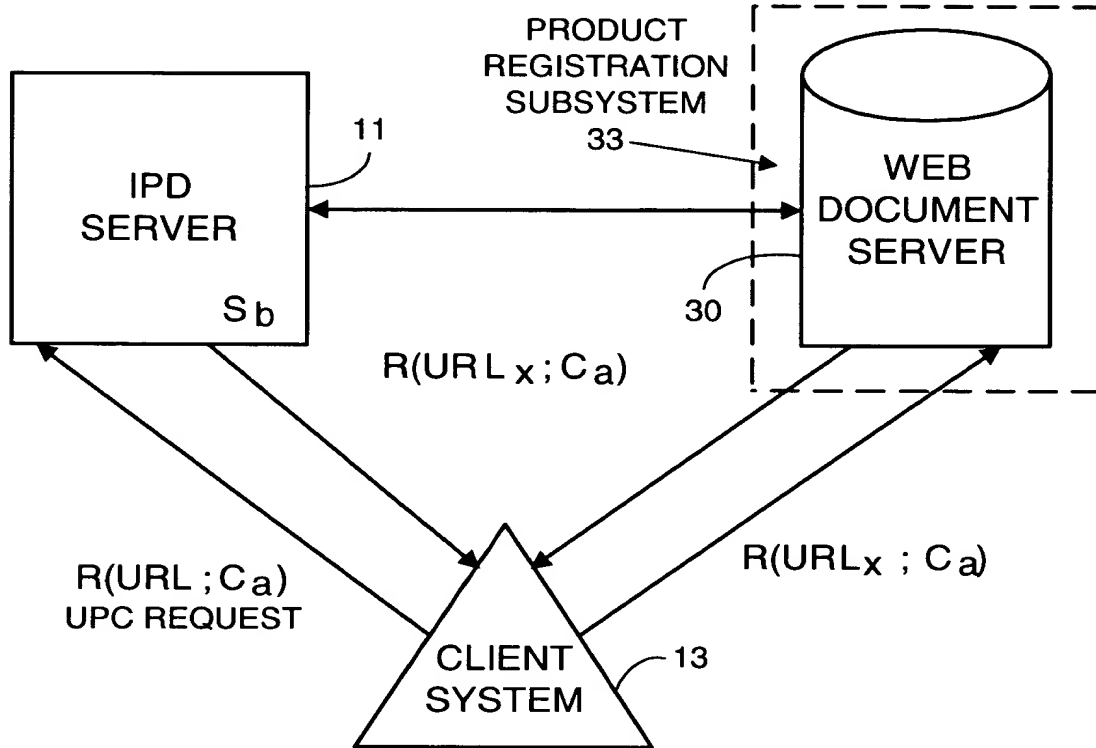


FIG. 5A

MANUFACTURER WEBSITE SEARCH MODE

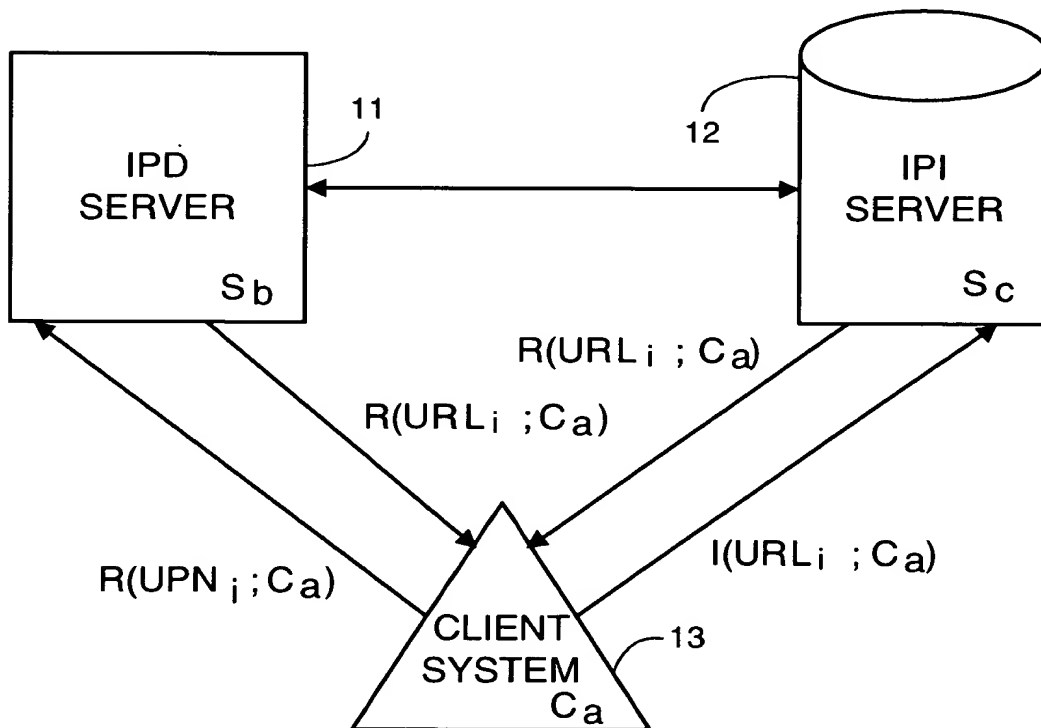


FIG. 5B

## UPN - DIRECTED INFORMATION ACCESS MODE

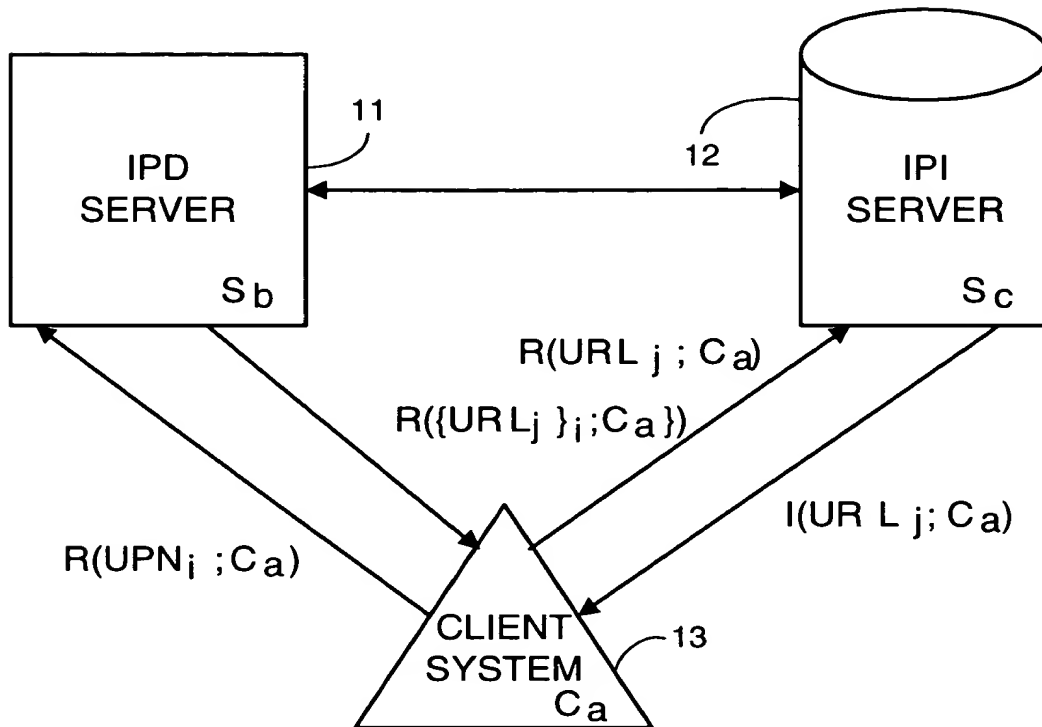


FIG. 5C

## TRADE - MARK DIRECTED SEARCH MODE

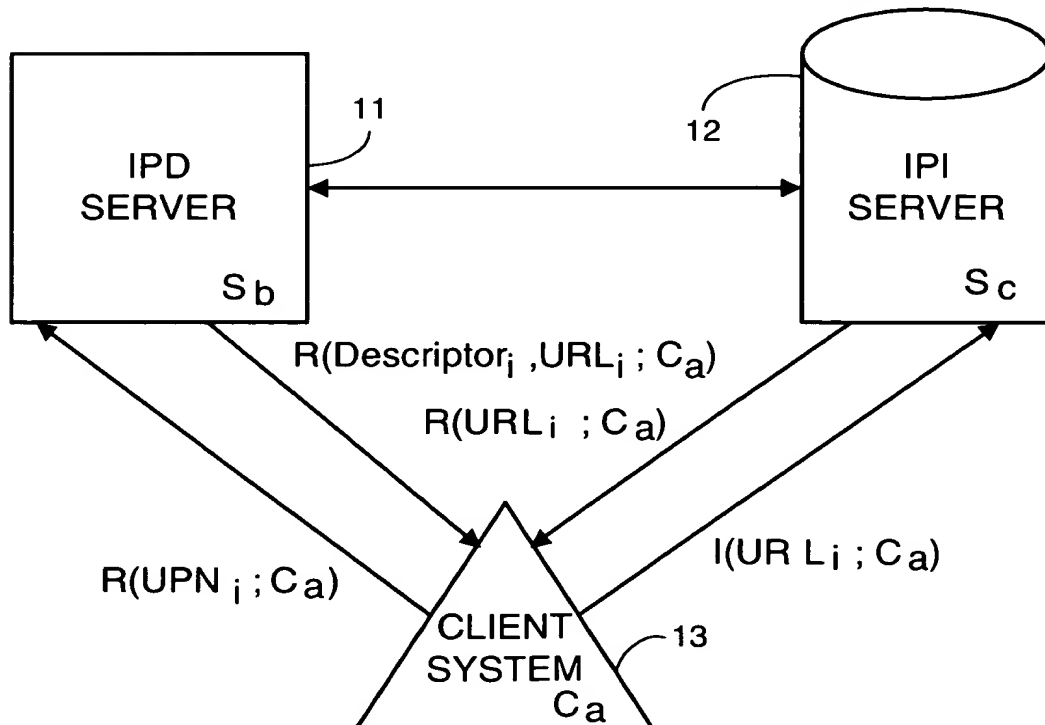


FIG. 5D

## PRODUCT - DESCRIPTION DIRECTED SEARCH MODE

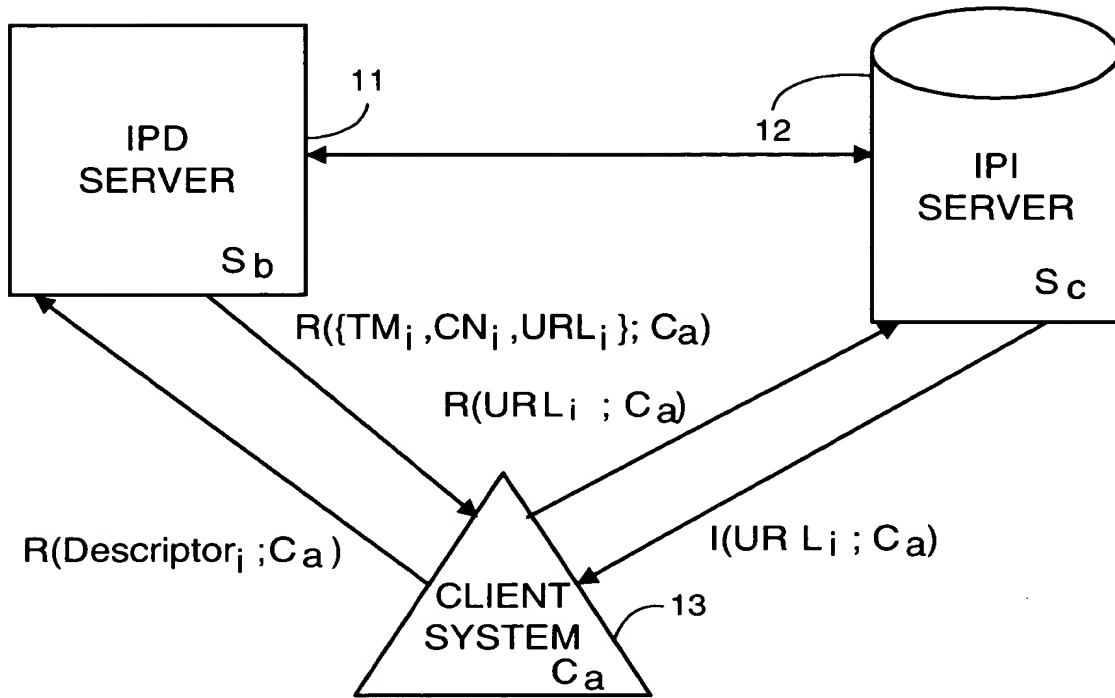


FIG. 5E

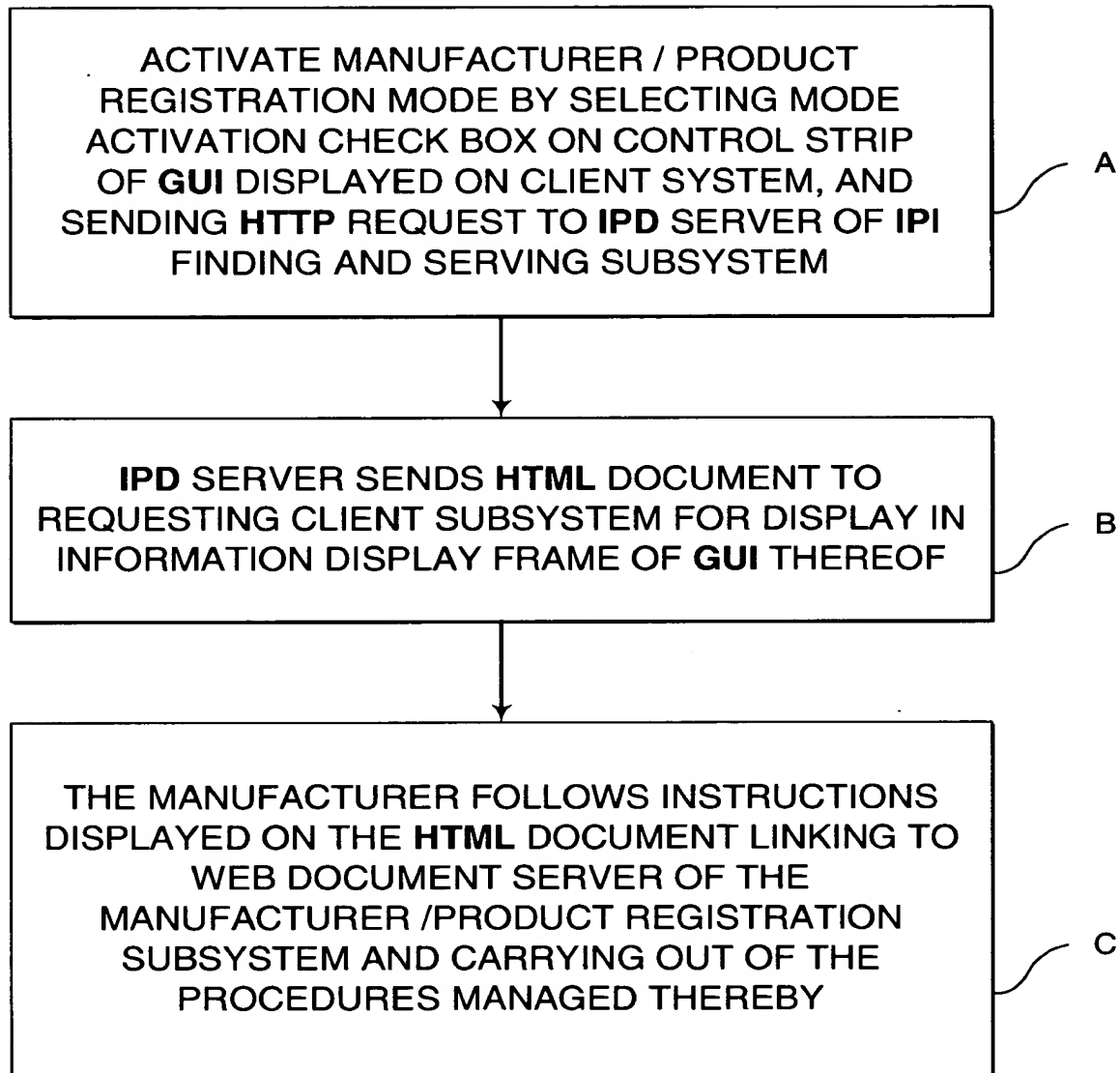


FIG. 6A

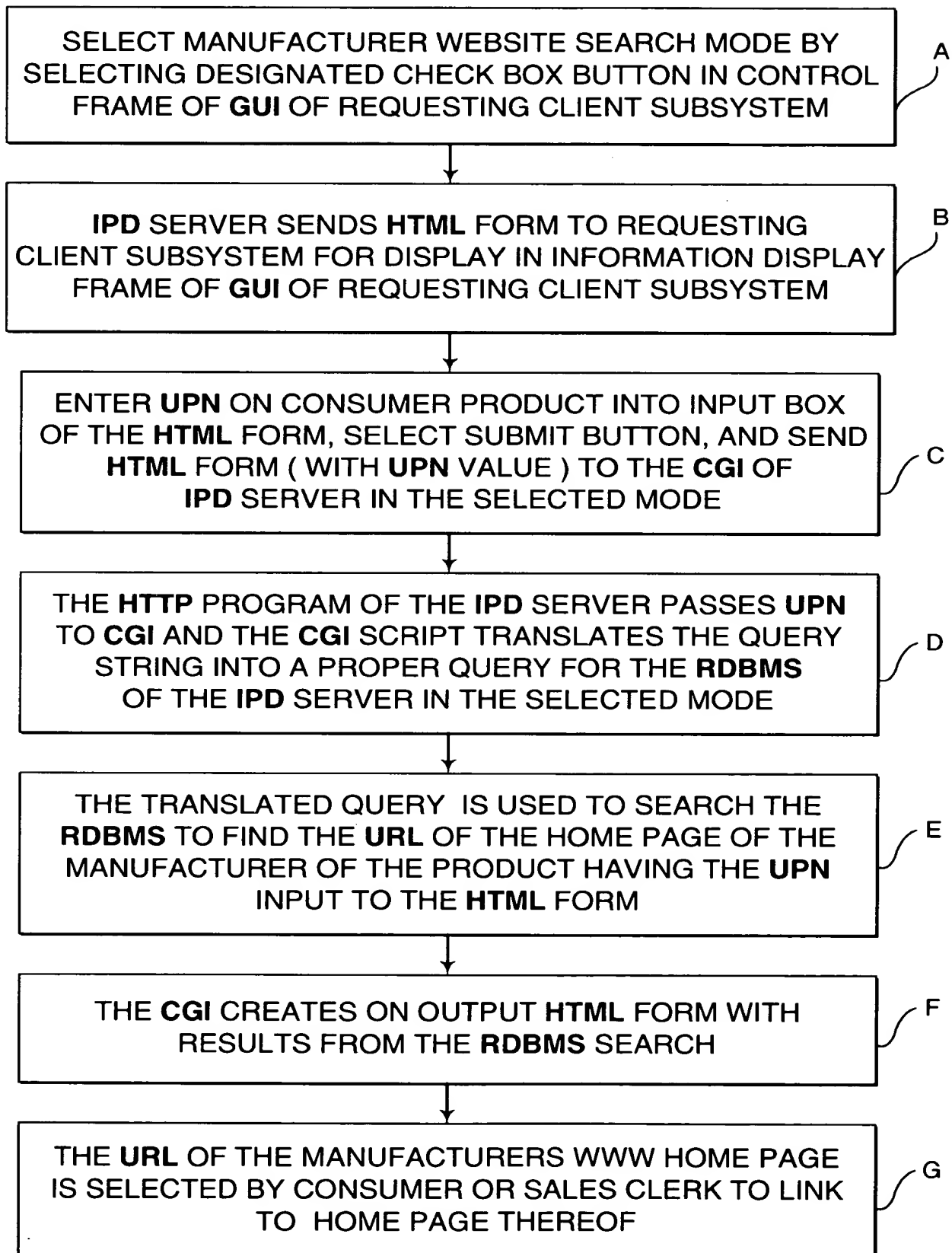


FIG. 6B

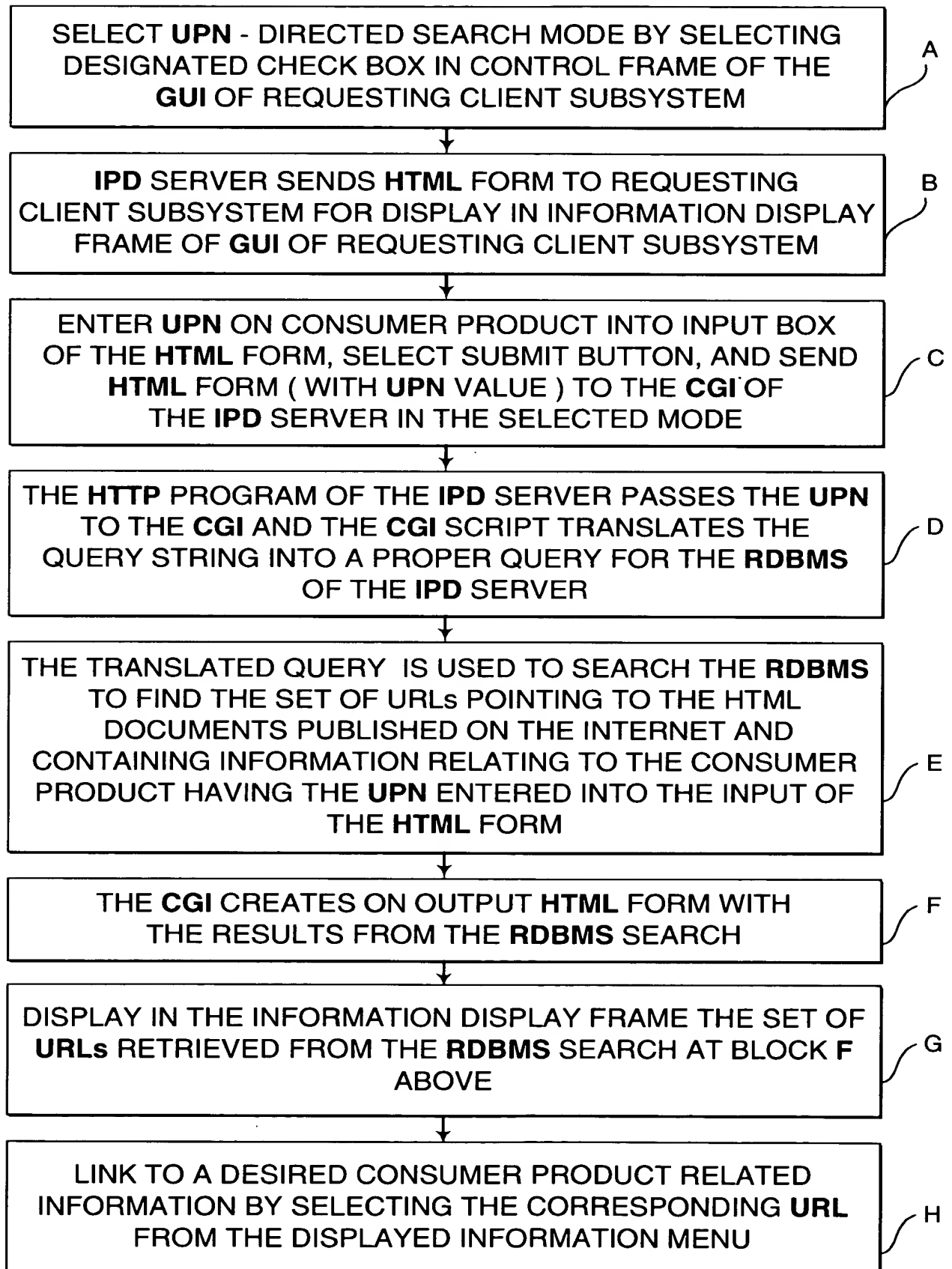


FIG. 6C



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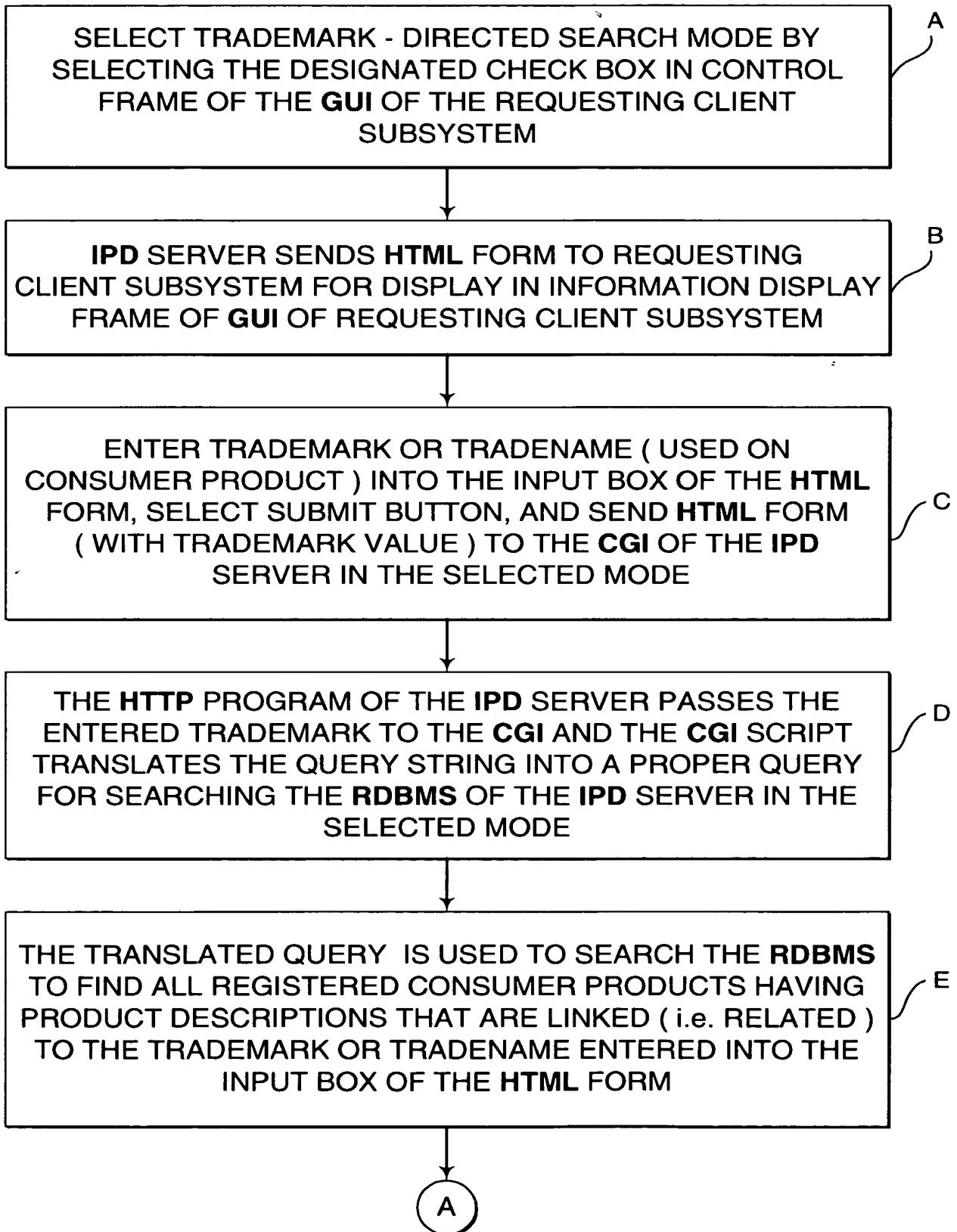
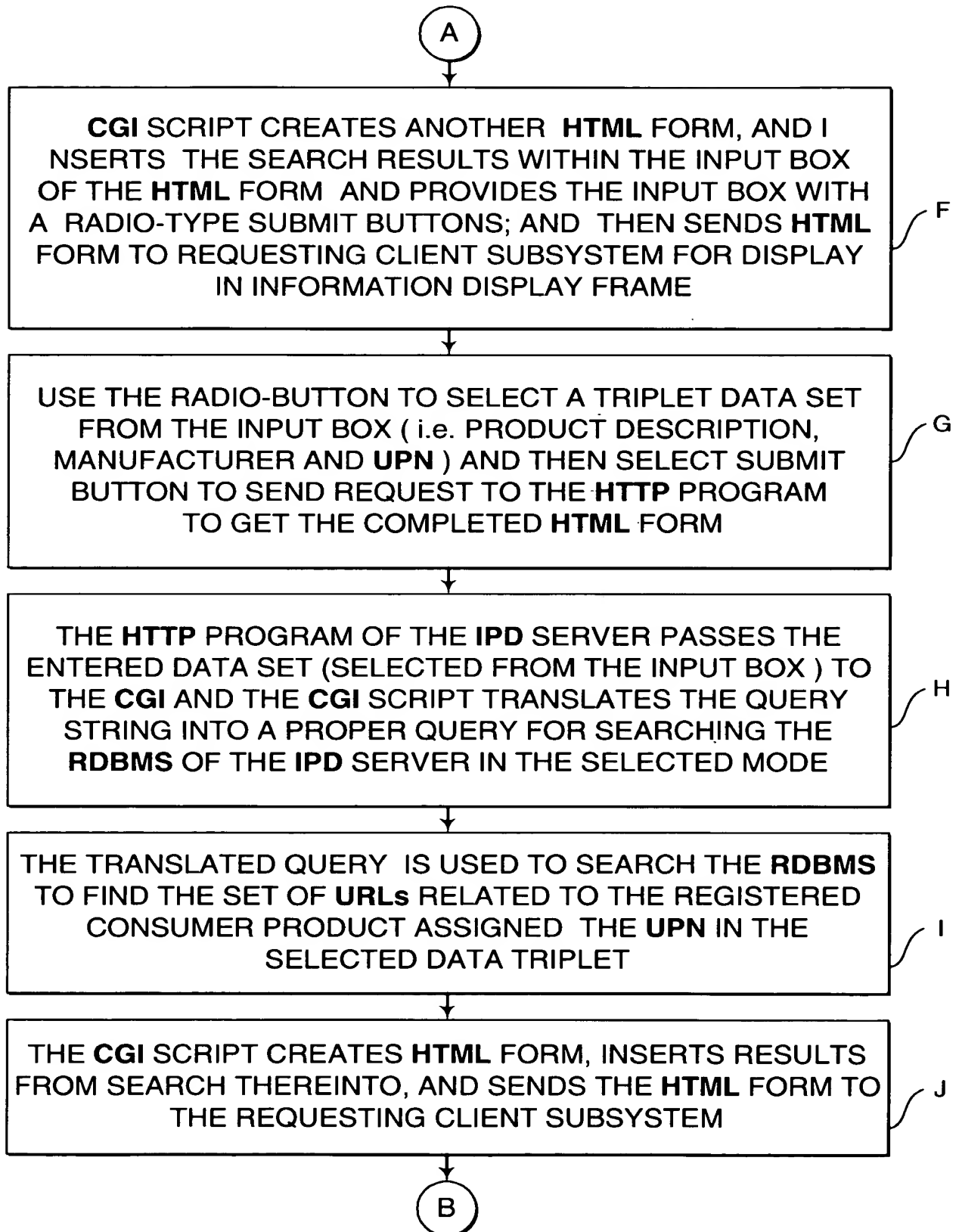


FIG. 6D1

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F I G. 6D2

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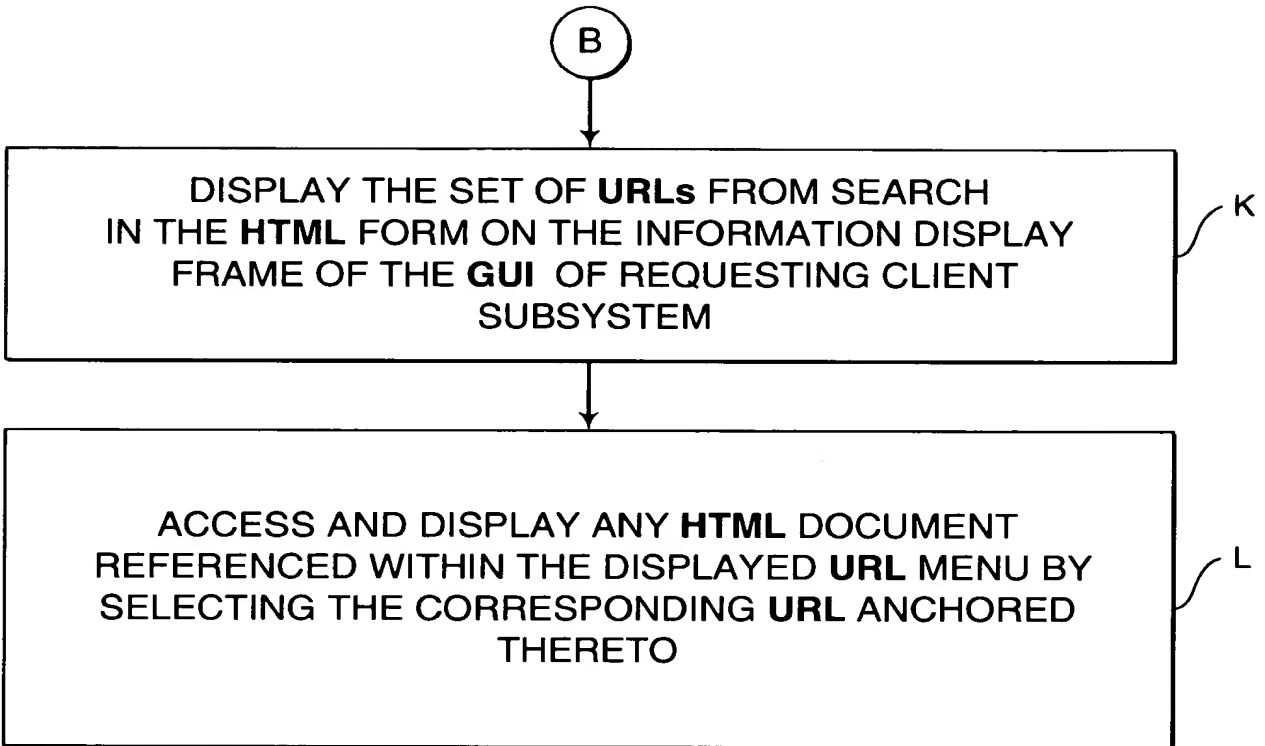


FIG. 6D3

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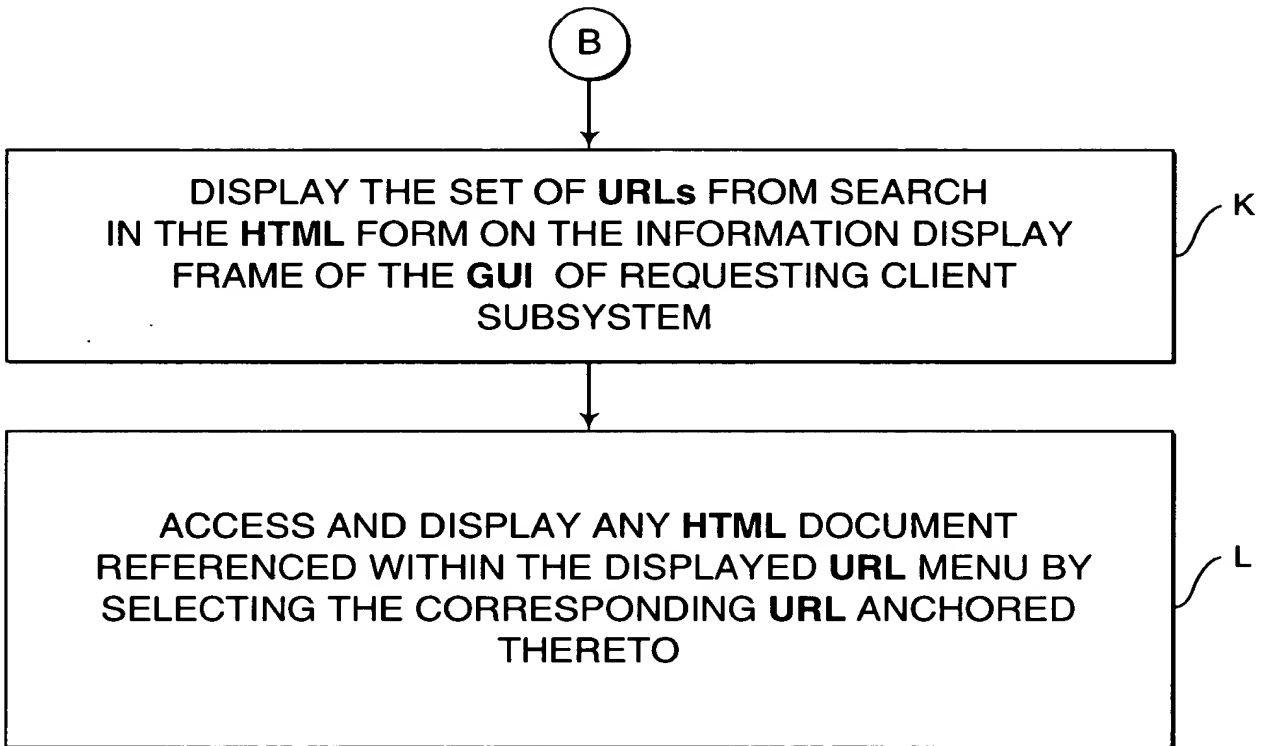


FIG. 6D3

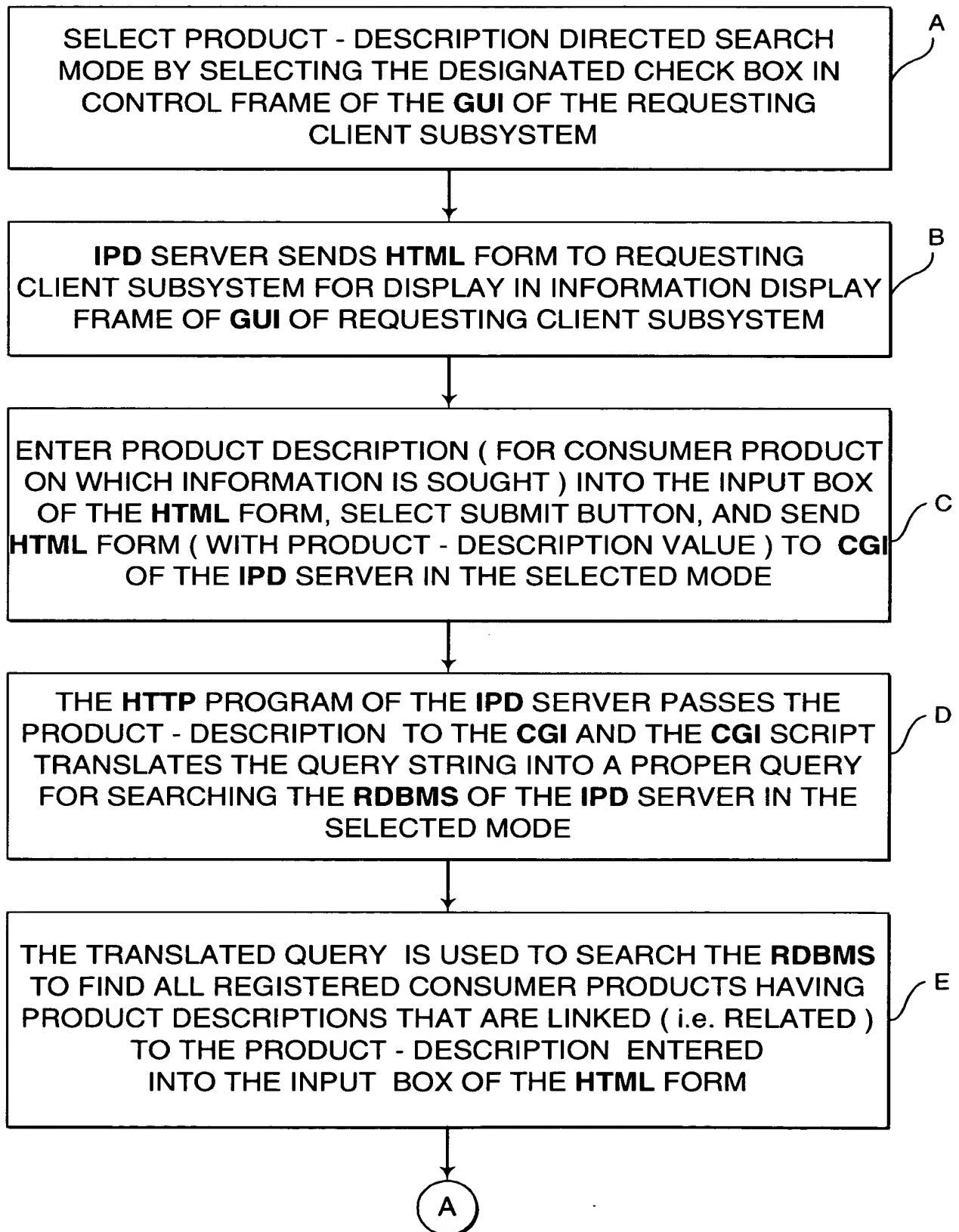


FIG. 6E1

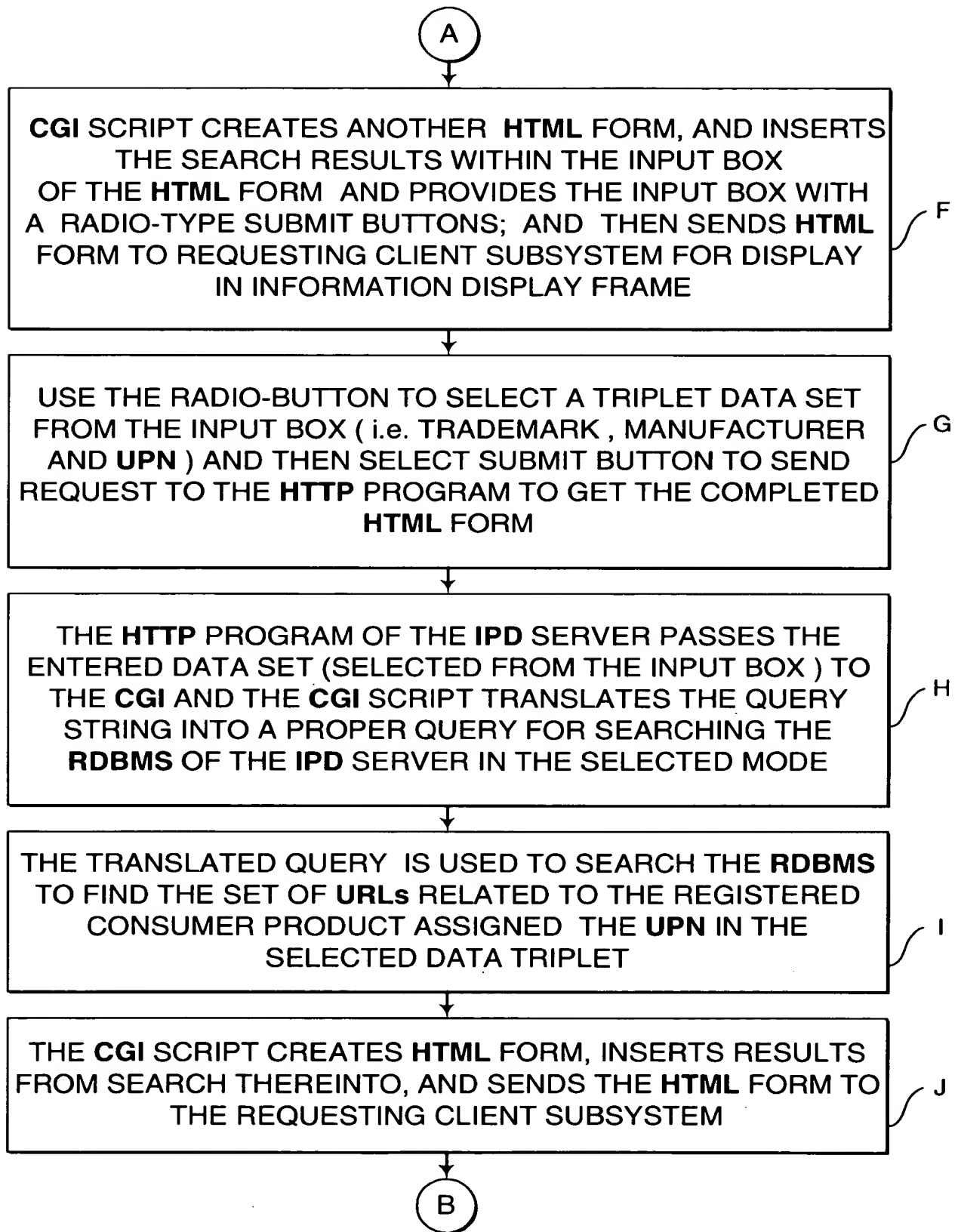


FIG. 6E2

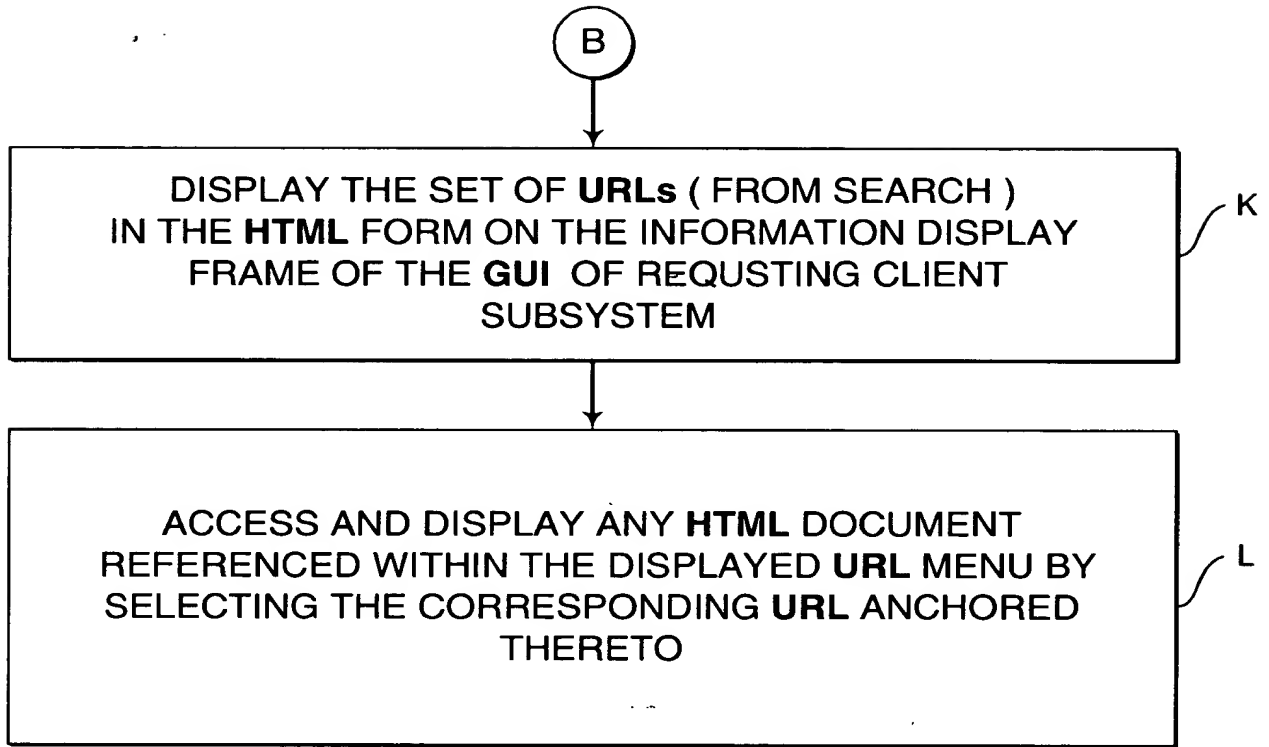


FIG. 6E3

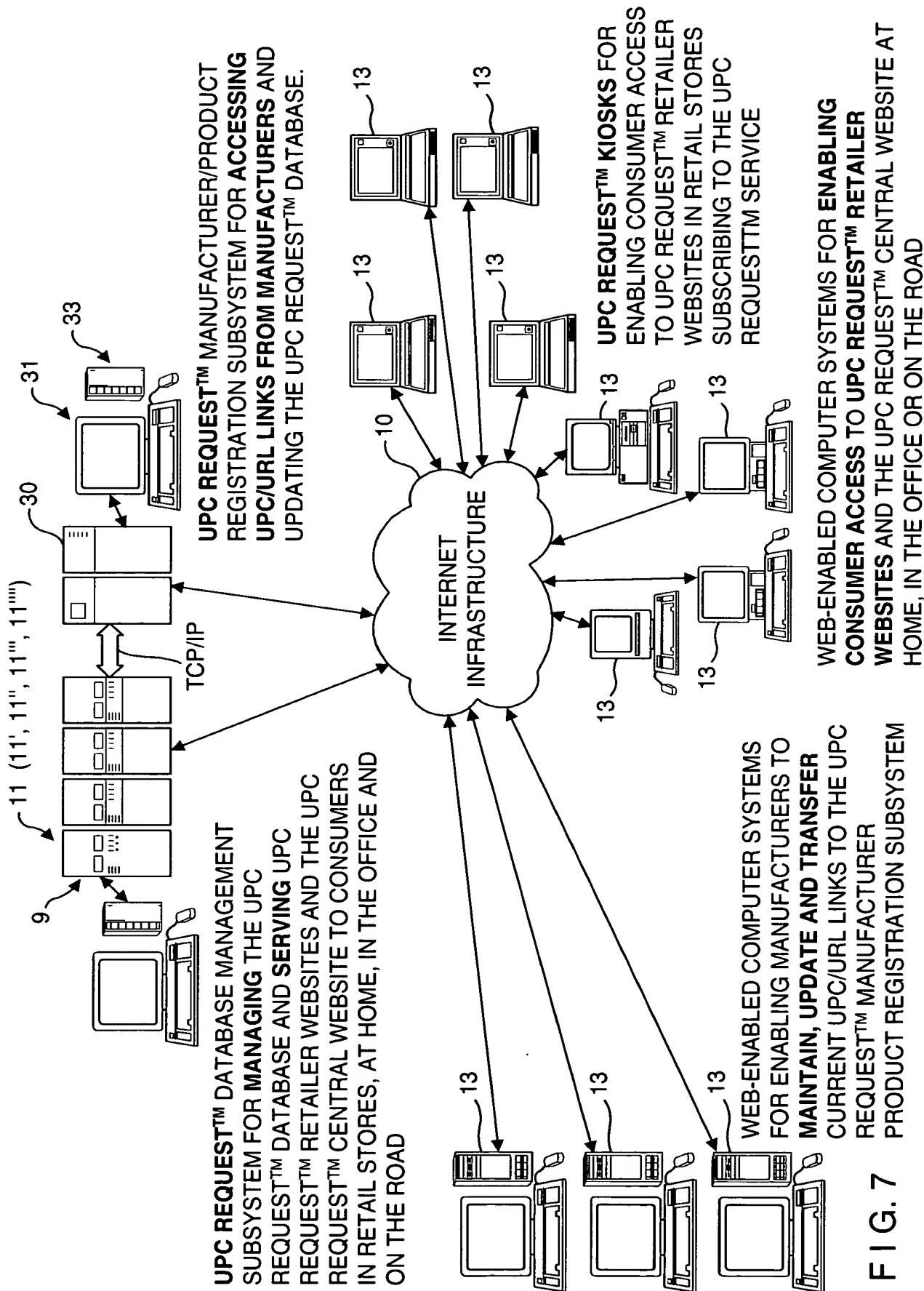


FIG. 7



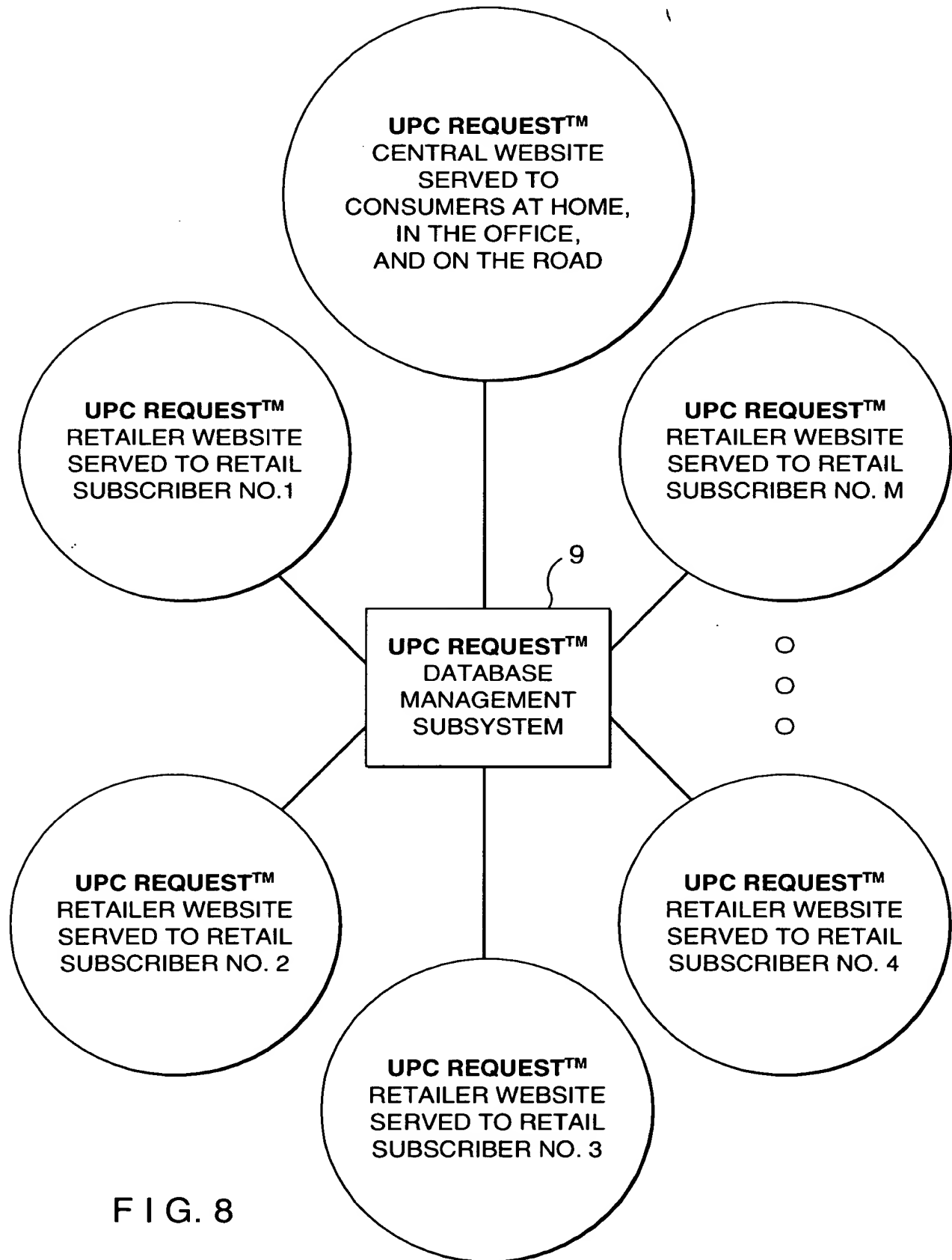


FIG. 8